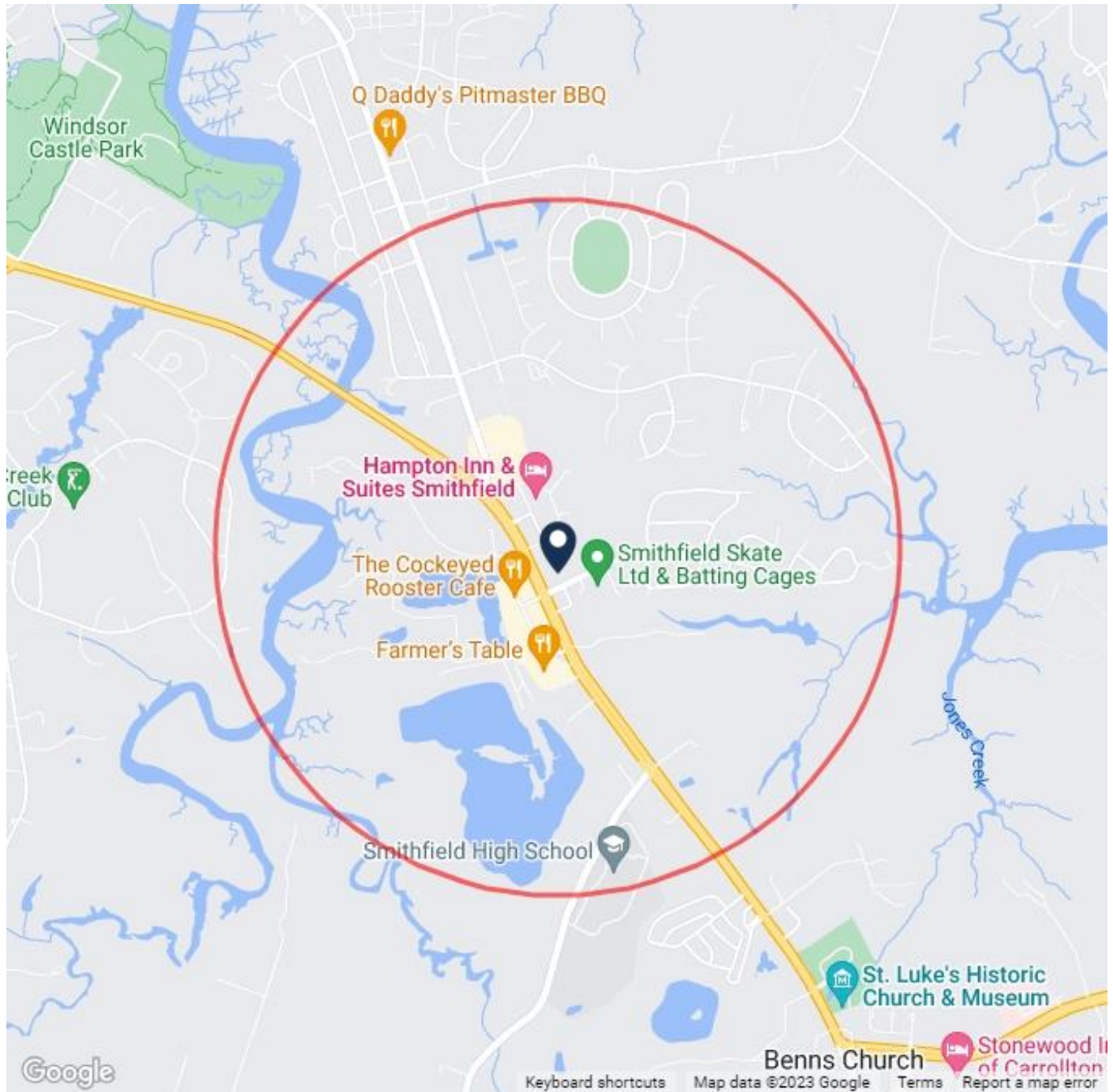




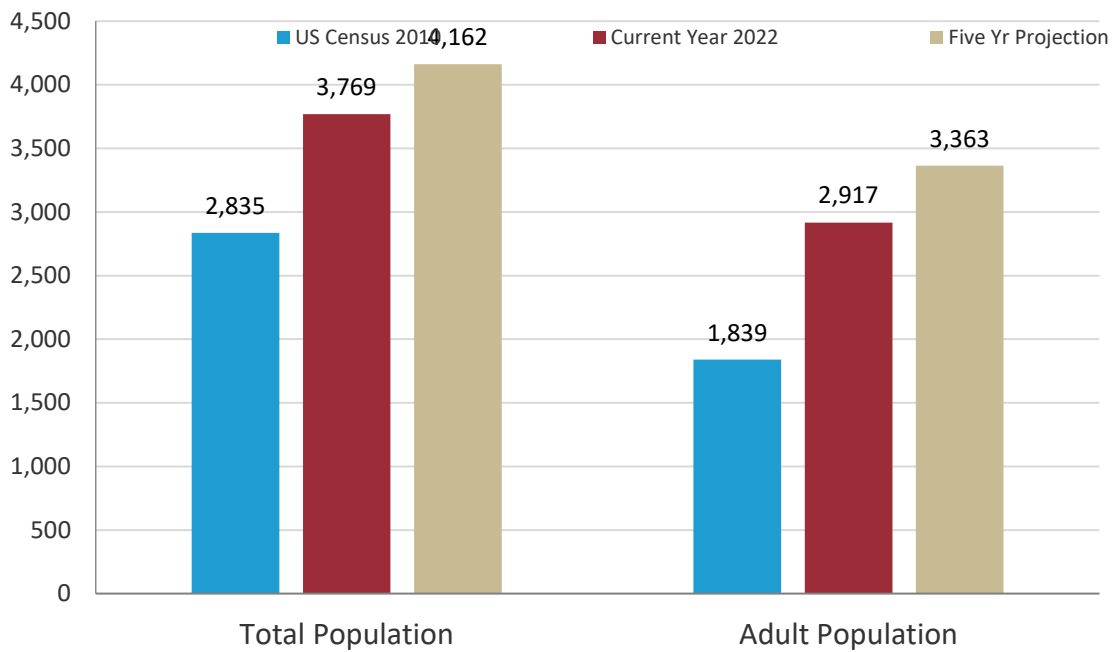
Demographics for 208 Gumwood Dr, Smithfield, Virginia 23430, United States

Trade Area: 1 Mile

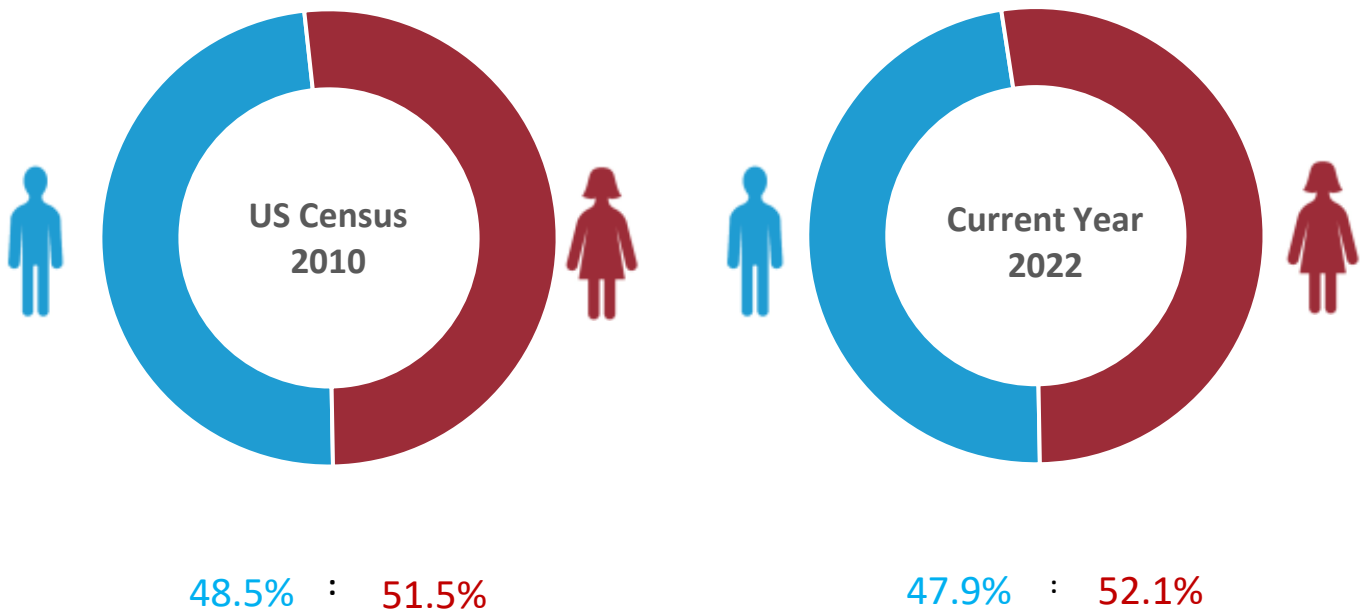


Population Charts

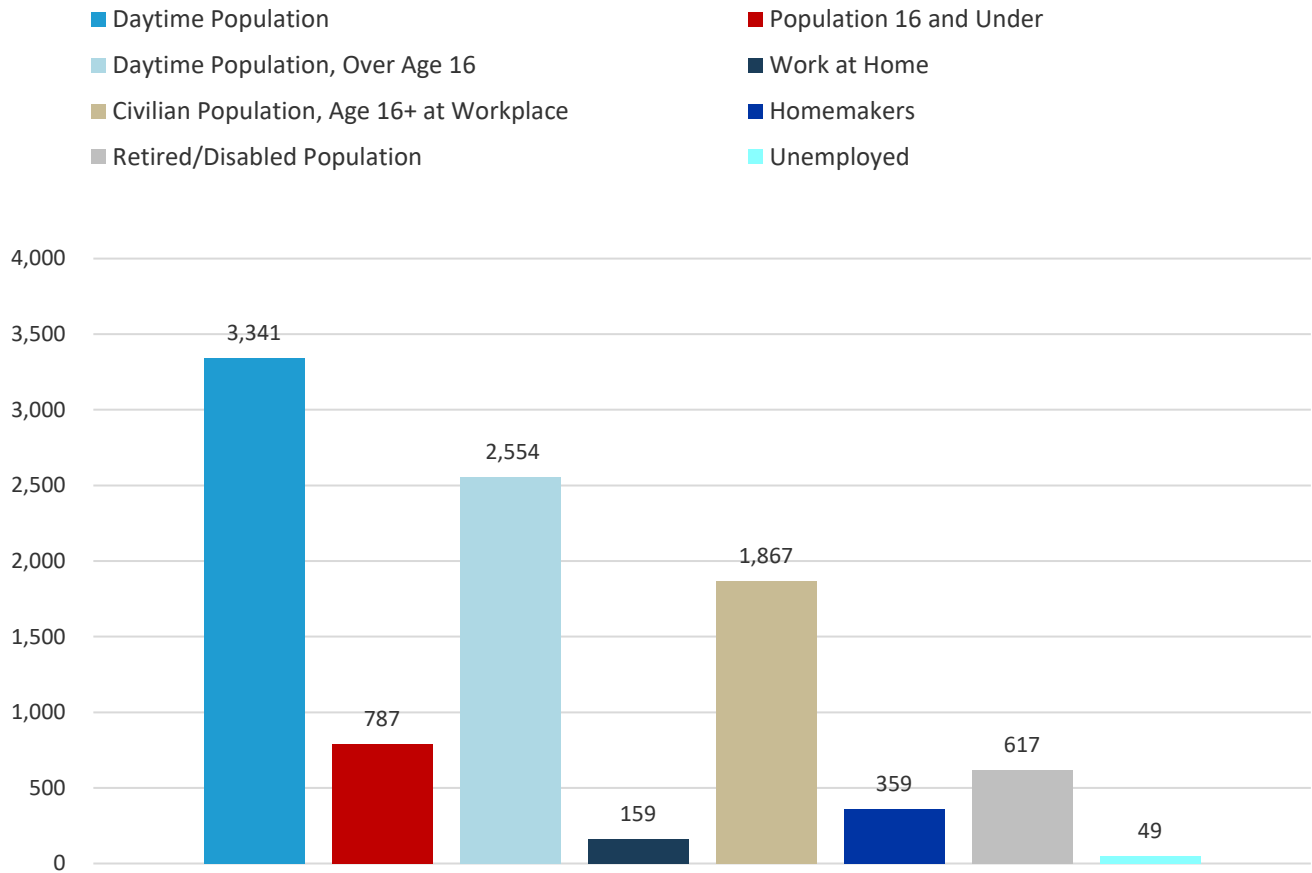
Population



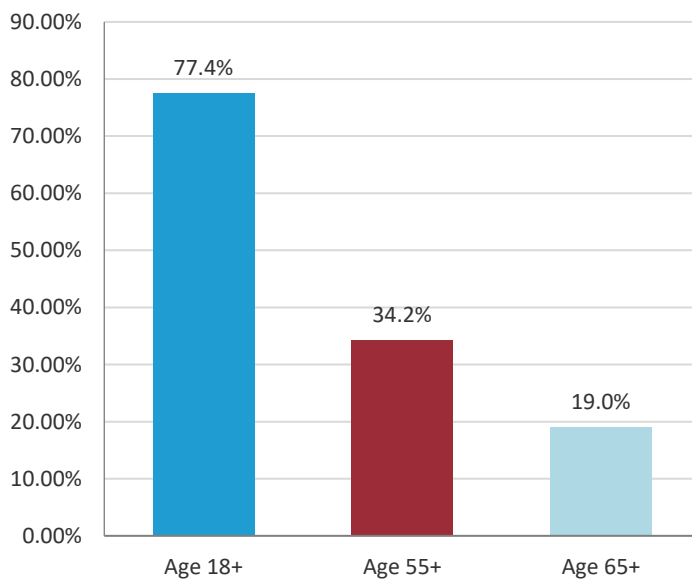
Female/Male Ratio



Daytime Population



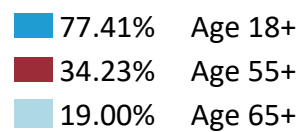
Age



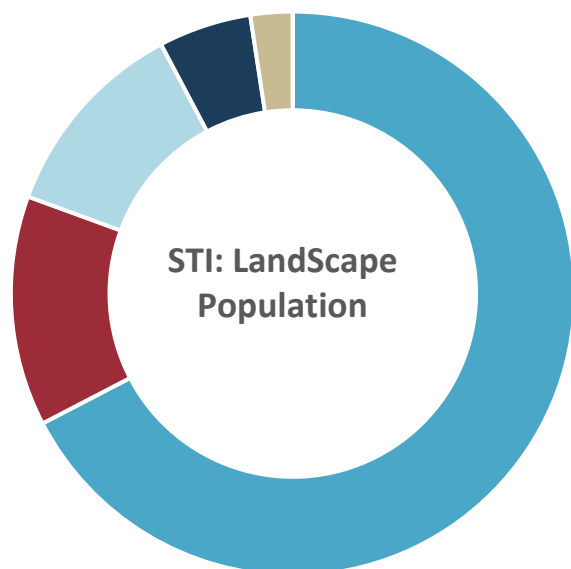
Median Age, Total

42.7

Age Demographics



Population STI: LandScape (Current Year)



Top Six Segments:

- 66.4% Couples with Capital (I3)
- 13.0% Pastoral Vistas (K2)
- 11.5% Wizards (E2)
- 5.2% Land Barons (L1)
- 2.4% Hard Act to Follow (F1)
- 0.0% Collegians (O7)

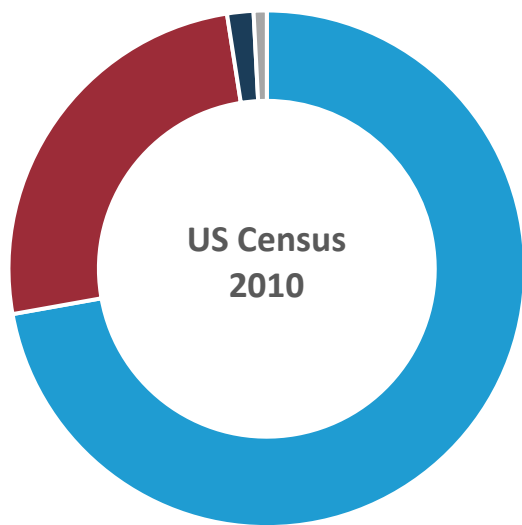
Other top segments:

- 1.4% Gainfully Employed (C4)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)

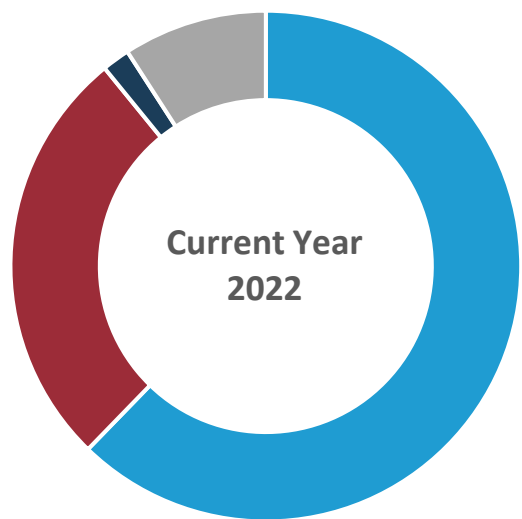
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Couples with Capital (I3)	\$96K	42.4	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
Pastoral Vistas (K2)	\$62K	42.3	Rural	Married	White	Some Children	High School Grad	Blue Collar
Wizards (E2)	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Land Barons (L1)	\$87K	50.4	Rural	Married	White	None	Bachelor's Plus	White Collar
Hard Act to Follow (F1)	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Gainfully Employed (C4)	\$50K	40.8	Urban	Married	White	Few/No Children	College/Trade s	White Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Centurions (O5)	\$49K	24.7	Urban	Married	Diverse	Families	College/Trade s	Blue/White Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Group Quarters (O3)	\$40K	37.3	Urban	Single	Diverse	None	High School	Blue Collar
East Meets West (O2)	\$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar

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

Ethnicity (Not Hispanic/Latino)

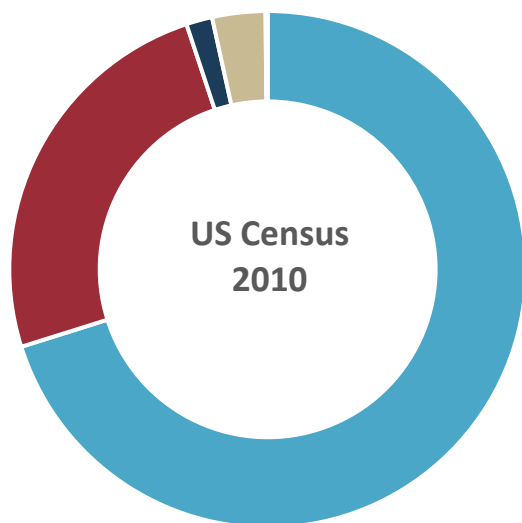


- 2010 US Census (Not Hispanic/Latino)**
- 69.76% White
 - 24.49% Black
 - 1.59% Asian
 - 0.79% Other



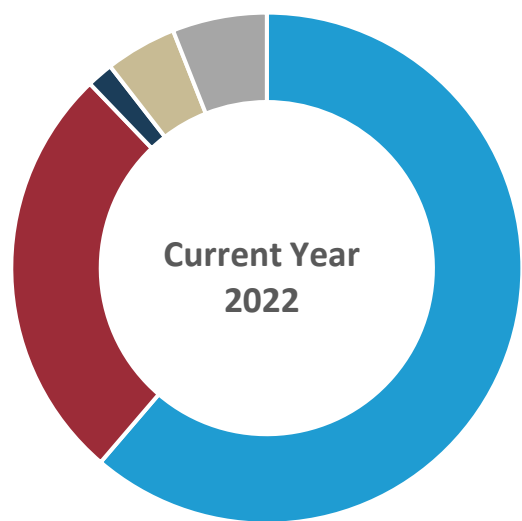
- Current Year (Not Hispanic/Latino)**
- 62.27% White
 - 26.85% Black
 - 1.76% Asian
 - 9.12% Other

Ethnicity (Hispanic/Latino)



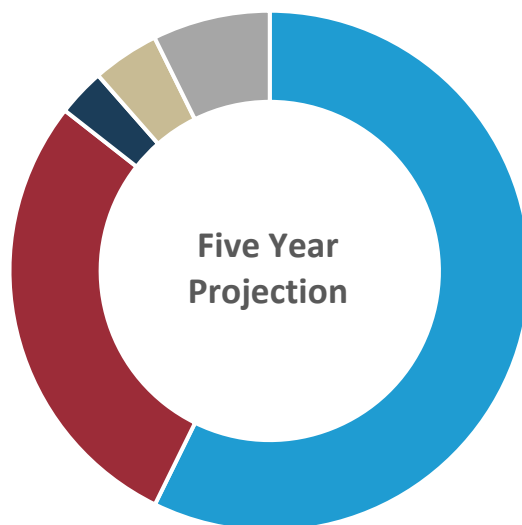
2010 US Census (Hispanic/Latino)

- 68.29% White
- 24.10% Black
- 1.59% Asian
- 3.24% Hispanic
- 0.13% Other



Current Year (Hispanic/Latino)

- 61.27% White
- 26.56% Black
- 1.67% Asian
- 4.52% Hispanic
- 5.98% Other



Five Year Projection (Hispanic/Latino)

- 57.96% White
- 28.64% Black
- 3.00% Asian
- 4.22% Hispanic
- 7.39% Other

Housing & Households

3.1

Land Area

1,375

Total Households

1,420

Total Housing Units

1,517

Total Households

5 Year Projection



1,140

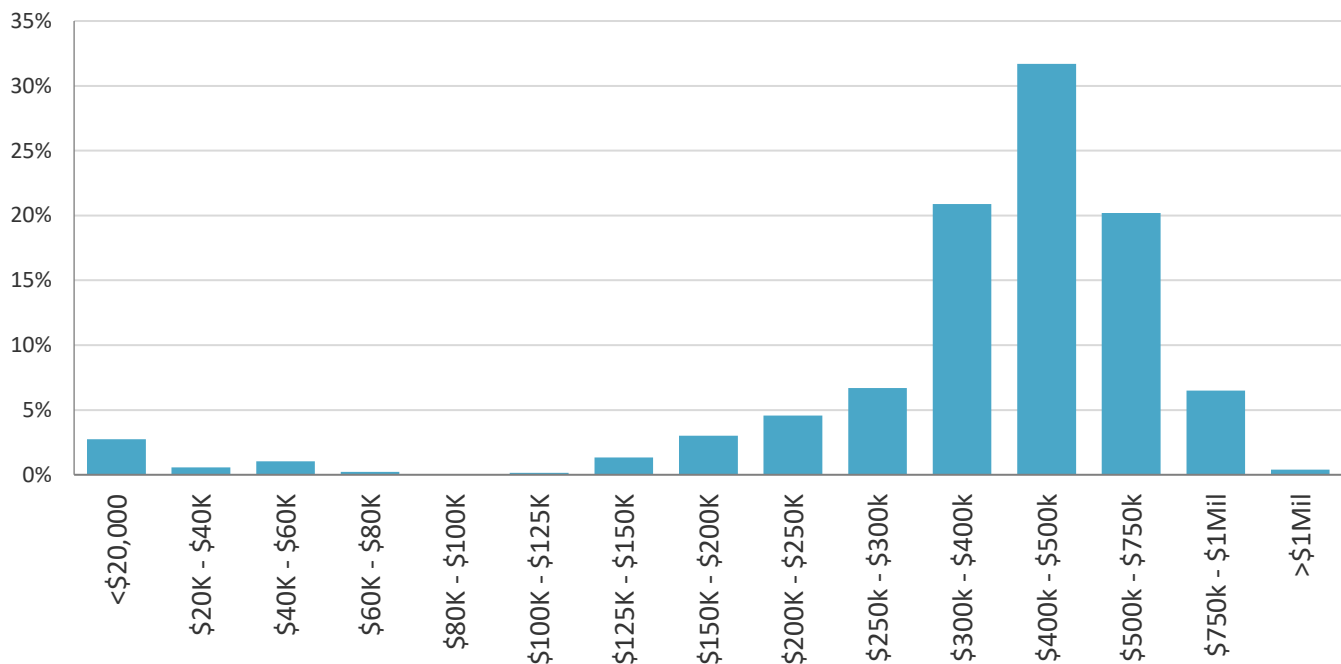
Owner-Occupied



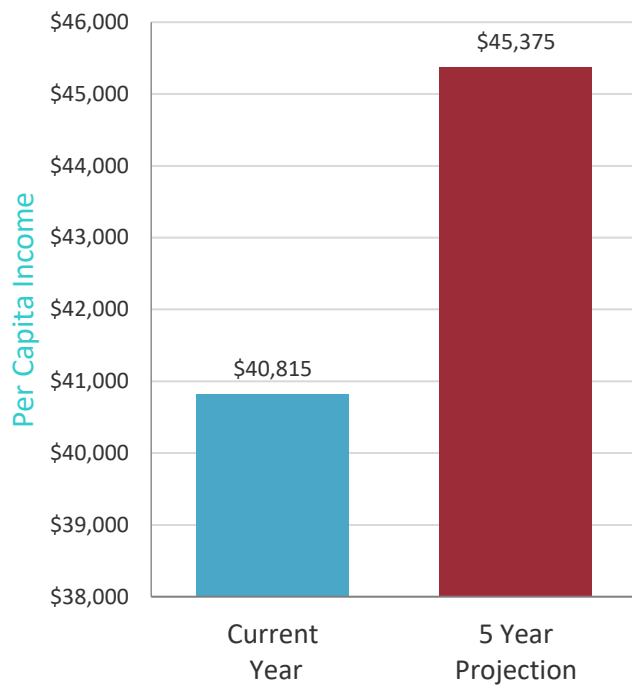
235

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

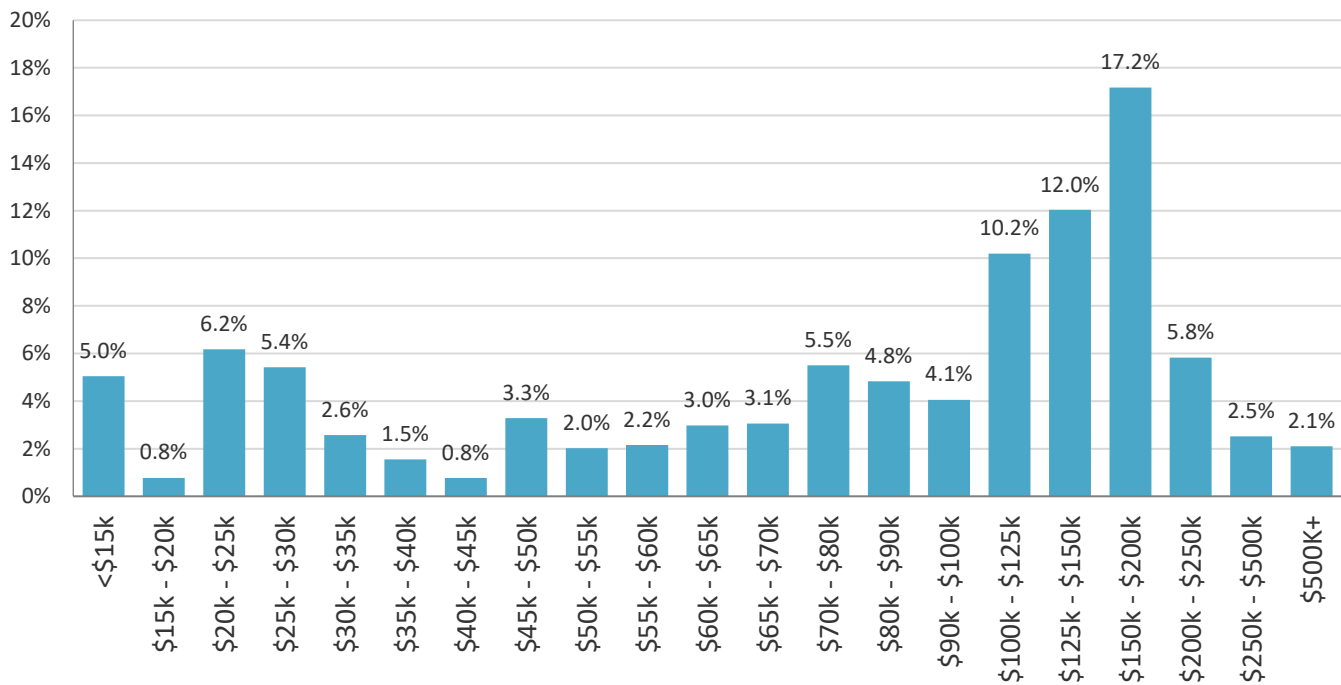
\$111,847

Median Household Income

\$96,300

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



2,446

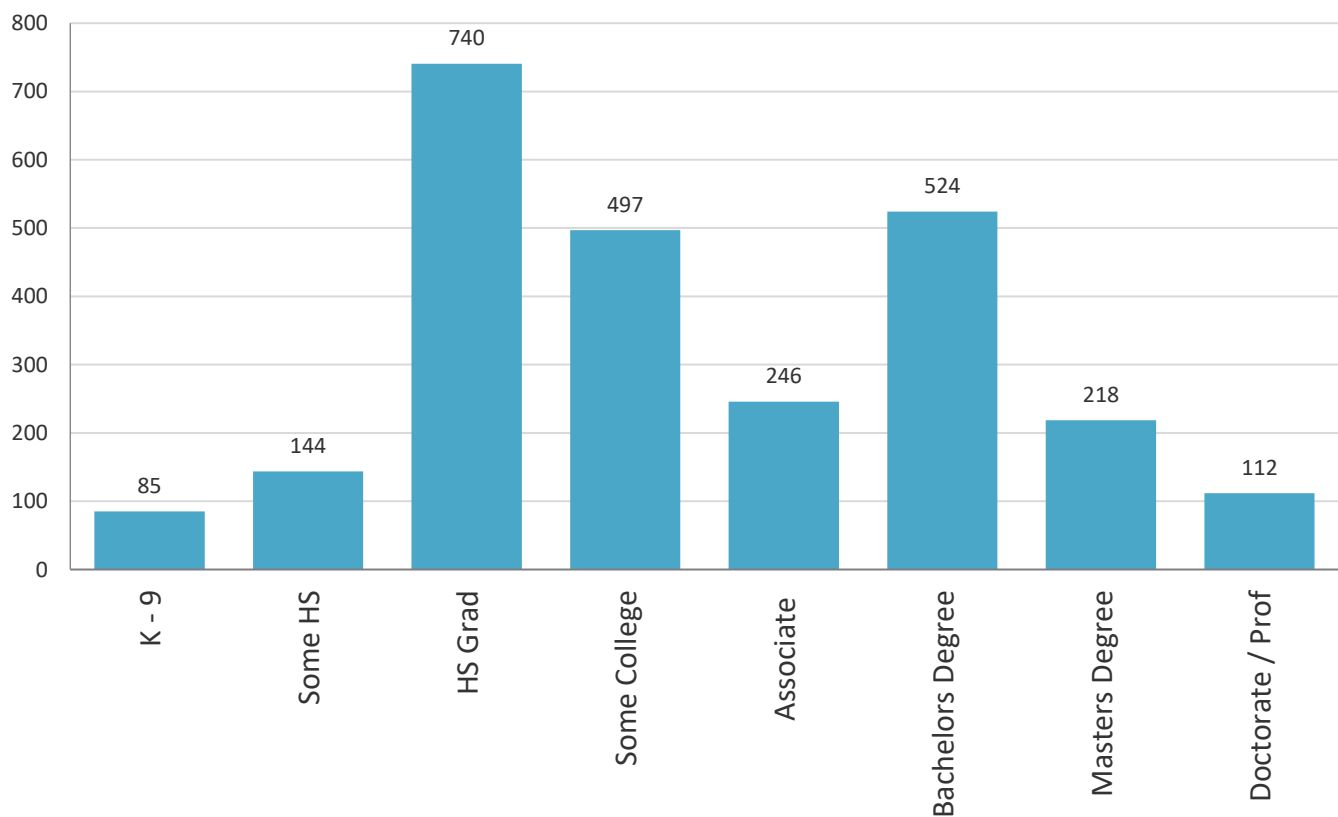
College undergraduate



616

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

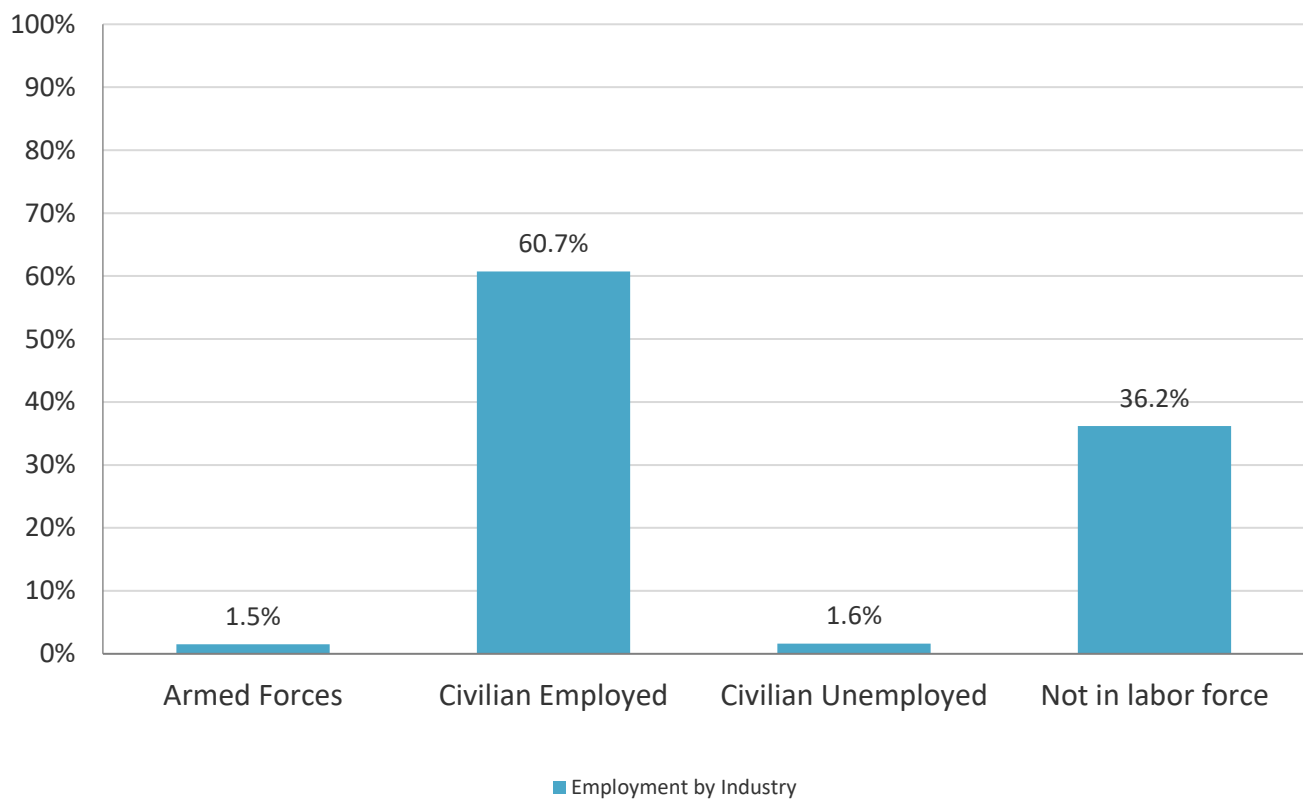
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



3,030

Current Year

Employment by Industry



Transportation to Work (Current Year)



1,445

Total Workers 16+



1,324

Car, Truck or Van



0

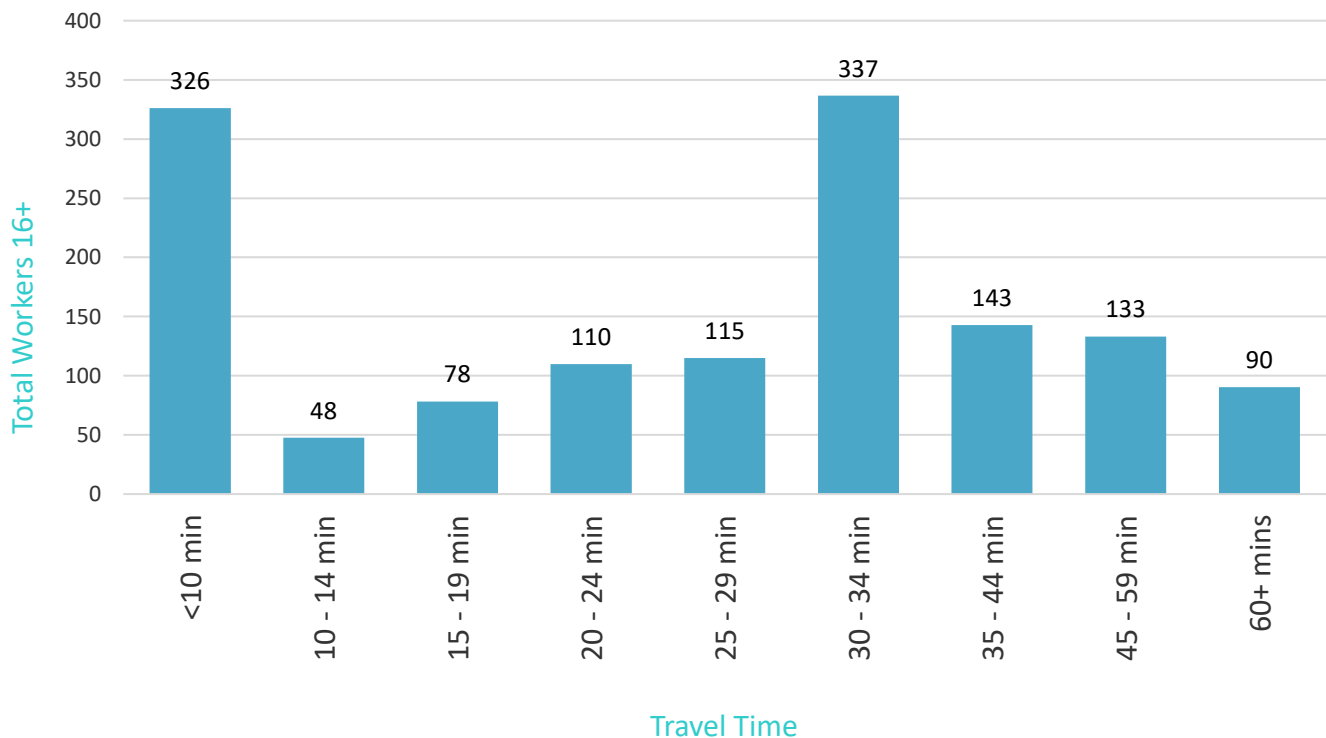
Public transport (not taxi)



66

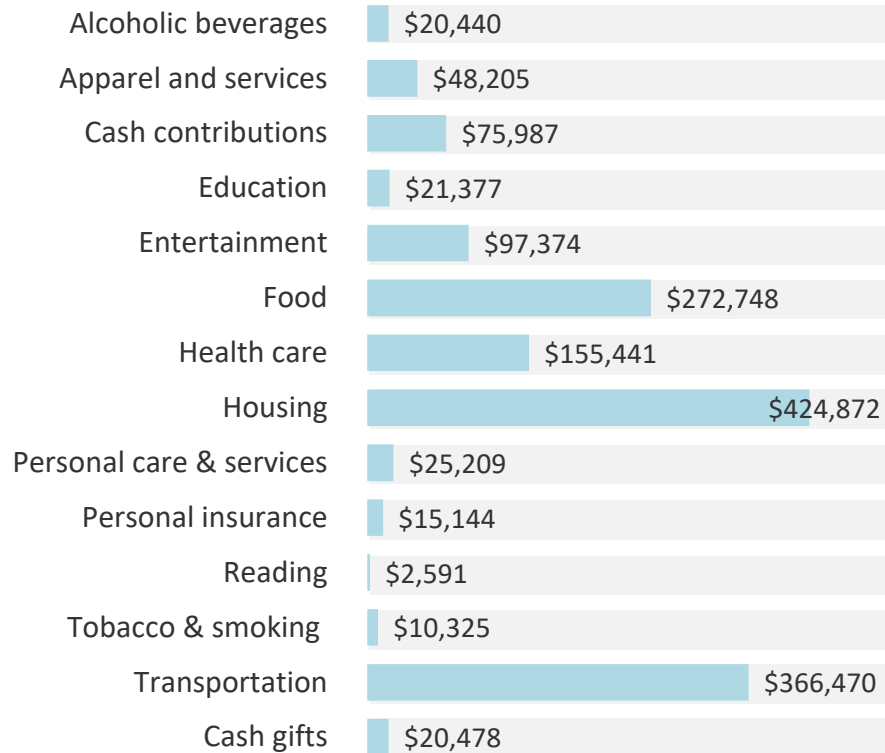
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

0	Agriculture, Forestry, Fishing and Hunting	5	Real Estate, Rental and Leasing
	Mining, Quarrying, Oil and Gas Extraction	6	Professional, Scientific, and Technical Services
	Utilities	0	Management of Companies and Enterprises
3	Construction	1	Administrative and Support Services
2	Manufacturing	3	Educational Services
1	Wholesale Trade	29	Health Care and Social Assistance
24	Retail Trade	4	Arts, Entertainment, and Recreation
	Transportation and Warehousing	10	Accommodation and Food Services
2	Information	14	Other Services
14	Finance and Insurance	2	Public Administration

Retail Sales Volume

Automotive Dealers	\$5,840,731
Other Motor Vehicle Dealers	\$2,247,749
Automotive Parts, Accessories, Tires	\$879,295
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$0
Building Material, Supplies	\$8,309,677
Lawn and Garden Equipment	\$0
Grocery Stores	\$29,000,723
Specialty Food Stores	\$0
Beer, Wine, and Liquor Stores	\$4,521,202
Health and Personal Care Stores	\$12,391,976
Gasoline Stations	\$0
Clothing Stores	\$605,043
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$1,344,992
Book, Periodical, and Music	\$0
Department Stores	\$1,594,185
Other General Merchandise	\$17,963,939
Florists and Misc. Store Retailers	\$78,519
Office Supplies, Stationary, Gift	\$211,107
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$1,264,729
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$0
Full-Service Restaurants	\$10,282,433
Limited-Service Eating Places	\$3,928,795
Special Food Services	\$500,713
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

Couples with Capital (I3)

When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples & Capital neighborhoods defy this stereotypical suburb scenario - simply because they are home to a below- the- national- average level of children. Since these areas also rank below- average in single residences, what you'll find if you knock on most doors are white- collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes - because people in these areas earn annual incomes of \$70,000s and \$80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume their spending it on nice homes, nice vacations, and other luxuries. However, since these 30- somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white- collar management and professional jobs - instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well- above- average in interest/dividend income.

Pastoral Vistas (K2)

Pastoral Vistas neighborhoods rank at just over- 50- percent- higher- than- average in farming, fishing, and forestry occupations. And they measure just a little lower than this percentage in self- employment income. If you put two- and- two together it's logical to assume Pastoral Vistas rural neighborhoods are inhabited by many people earning a living off the land. However, this segment within Living With Nature is not just a group of farmers, tilling the soil from sun up to sun down. Other above- average ranking occupations include construction, repair services, production, and transportation. Whether or not they are farmers, residents in these areas are clearly blue- collar. The residents rank in at 25- percent- above- average in high- school education, but only a small percent have some level of college education. Presumably any education beyond high school is from a community college or trade school. Nonetheless, this group is fairly comfortable financially with average incomes in the \$50,000s and \$60,000s. There are a few smart investors among the residents, but also few people seeking out public assistance. These areas also rank at above- average in the married- couple category and in children above six and under 17.

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.

Land Barons (L1)

With their college educations, high income levels, white- collar jobs, and high level of occupational independence, the Land Barons are truly the kings of the Working With Nature hill ... and fields ... and dales in today's rural areas. Though residents of Land Barons segments aren't necessarily working the land, they may have inherited smart land- investments in rural America. In fact, the residents of these areas earn well- over- 50- percent- above- average levels of income from self- employment ventures. But since they rank at only slightly above- 25- percent- average in the farming, fishing, and forestry occupations, they are presumably not out tilling the fields. Instead they rank higher in management jobs and other professional positions. Contributing also to their incomes, which are in the \$70,000s and \$80,000s, is a 50- percent- higher- than- average level of interest/dividend income and a 25- percent- above- average level of retirement income. Though they show only a slight up- tick over average on being the home of 65- plus- year- olds, Land Barons are likely to be married and have none or only a couple of children still living in the household.

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.

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.

Gainfully Employed

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.

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).

Centurions (O5)

It would come as no surprise to most people that military personnel living across the country have their own unique demographics and lifestyle segmentation characteristics from non-military people. Just one example of this, and reason for this fact, is that this population tends to retire at a considerably younger age than workers in civilian sectors. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, as the population of Centurions segments are in their 20s and low-30s. Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. Other commonalities of the residents include salary ranges in the high-\$30,000s and the \$40,000s, and a two-times-the-national-average percentage of married-couple-with-children households. Their income is generated largely from salaries; and this segment has a very low level of income from public-assistance. No doubt owing to their younger age, there is a significantly above-average level of children under six-years-old. This group also has a nearly two-times-the-average number of people with some years of college under their military belts. Their occupational ranking is a mix of white-collar and blue-collar jobs in areas such as healthcare support, protective services, personal care, and farming.

Doublewides (O4)

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks, but in fact, many people chose this lifestyle as a preference for several reasons, including mobility and low-cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high-\$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher-than-average level of income from public-assistance, many others are hardworking Americans, with a higher-than-average representation in several manual-labor blue-collar occupations, including farming/fishing/forestry (nearly three-times-average), construction (75% above average), repair services (50% above-average), transportation (50% above-average), and production (nearly 50% above-average). These occupations are a reflection of the residents' low educational achievements: There is an over-50% average number of people with less-than-high-school educations. However, 25% above-average have high-school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married-couple households, but also have a nearly 50% higher-than-average number of single-fathers.

Group Quarters (O3)

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single-family home renters. It's logical to imagine this group being much more transient than home-owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median-age in the 30s, very few children, more singles than married-couples, and a two-times-the-national-average level of people with less-than-high-school educations. Income for these rental-housing residents ranks 50-percent-higher-than-average on public-assistance. However, many of the residents are employed in blue-collar jobs, such as farming/fishing/forestry (nearly four-times-average), protective services (nearly two-and-a-half-times-average), and healthcare support, building maintenance, and transportation (all about 25-percent-above-average). Incomes are in the high-\$30,000s and \$40,000s ranges.

East Meets West (O2)

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S. shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national-average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near-average levels in married-couple-with-children household compositions, and have average standings in all age ranges for kids. Some differences-from-the-average include: over 25-percent-average number of people with less-than-high-school educations, nearly 25-percent-average number of single-males-without-children, and nearly two-times-average level of public-assistance income. However, the median income range for East Meets West is quite high at \$50,000s and \$60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where they hold both blue- and white-collar jobs.