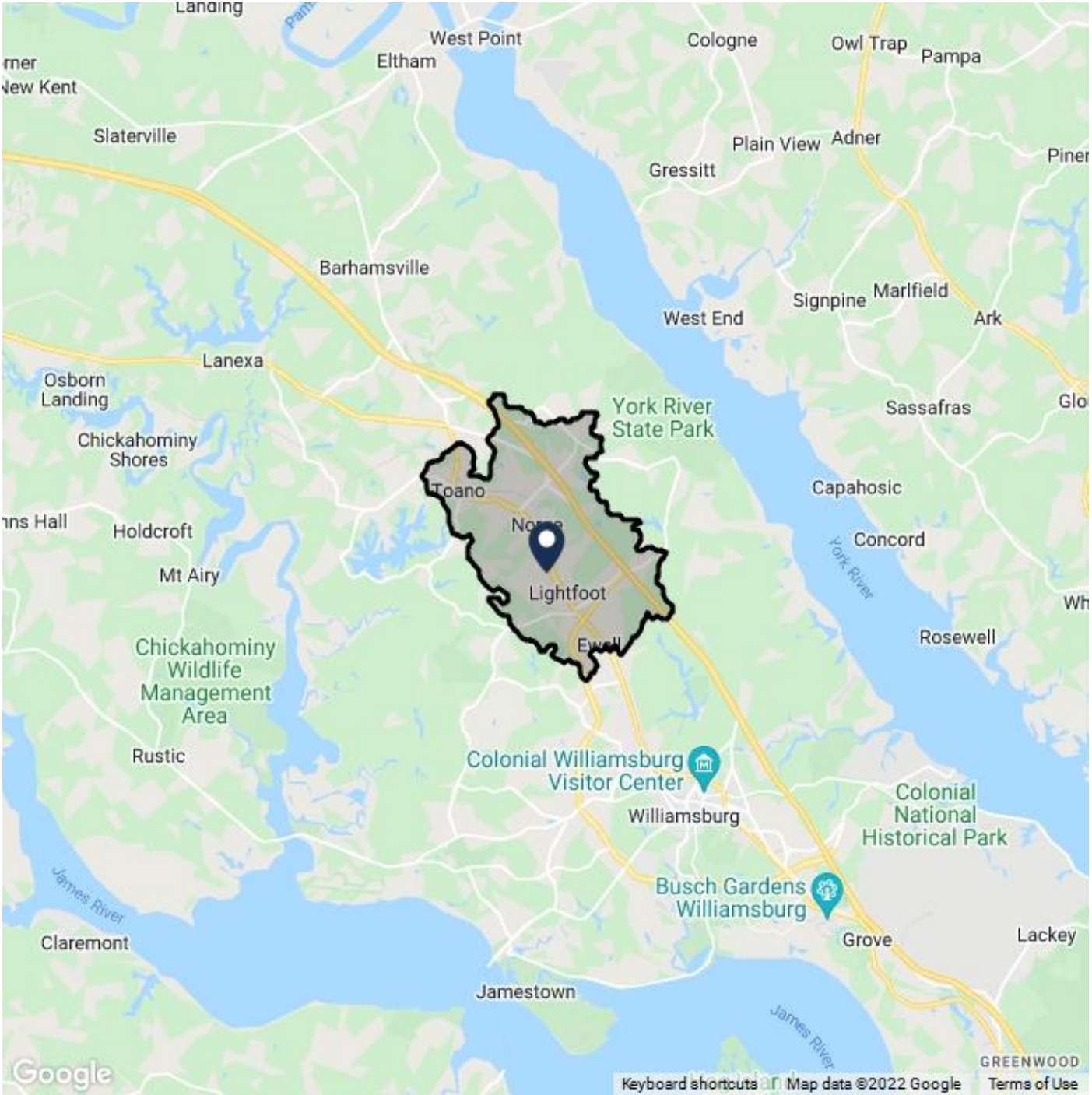
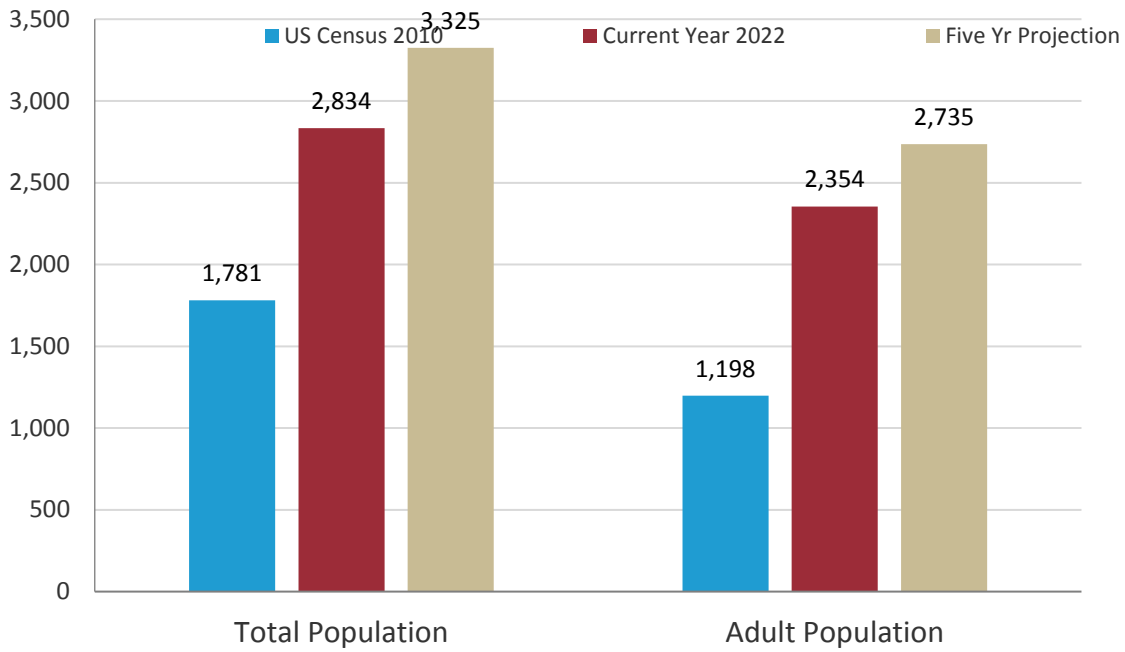


Demographics for 7151 Richmond Rd, Williamsburg, Virginia 23188, United States

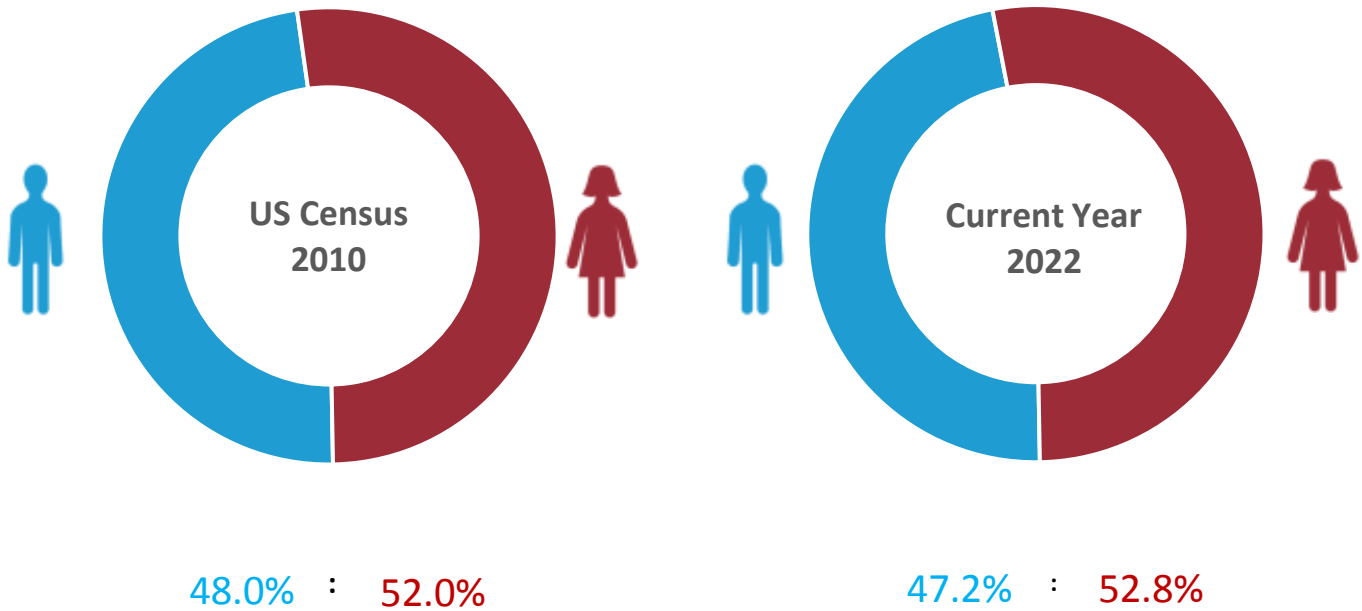


Population Charts

Population

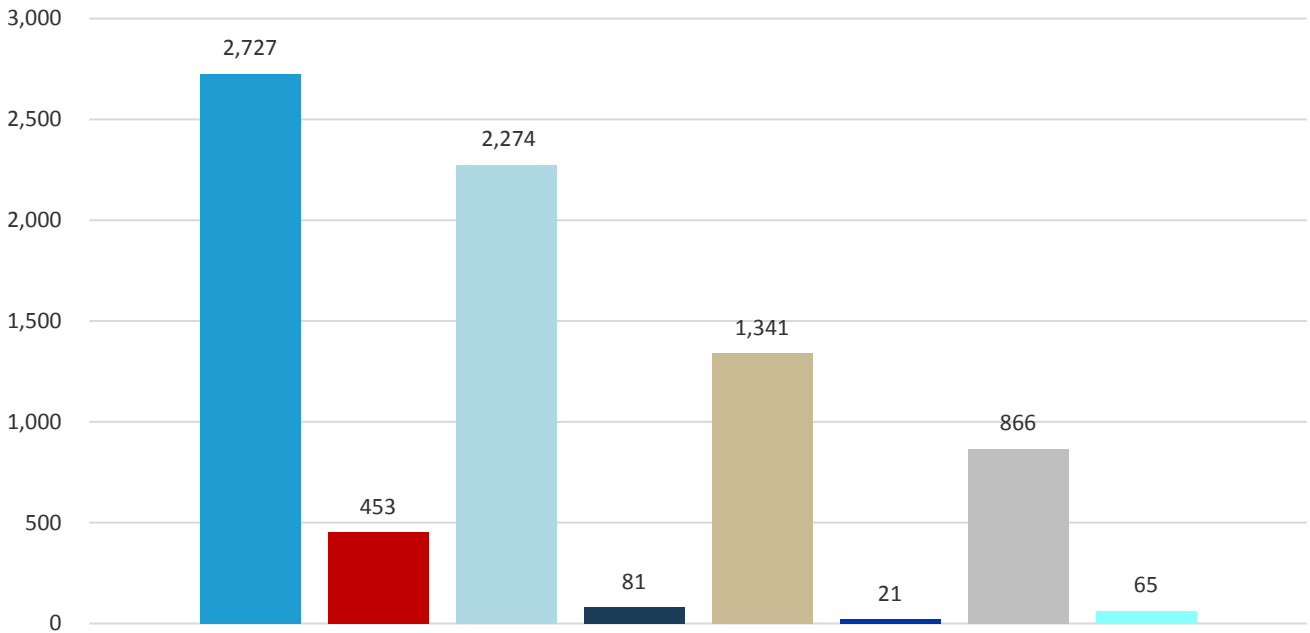


Female/Male Ratio

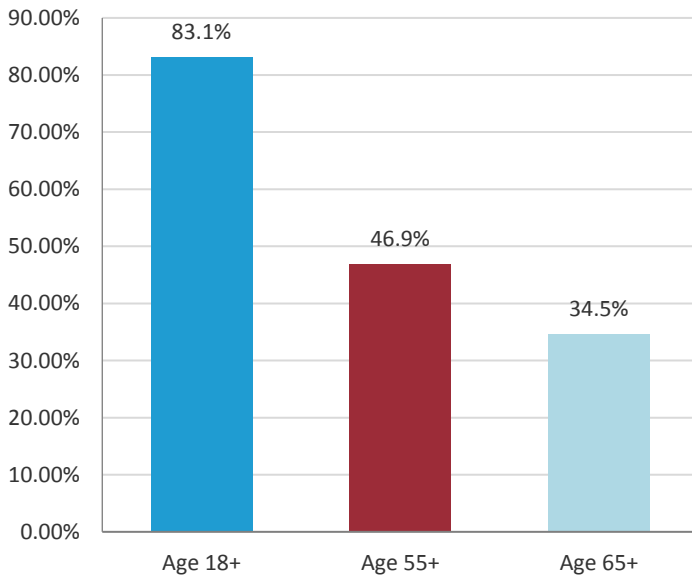


Daytime Population

- Daytime Population
- Population 16 and Under
- Daytime Population, Over Age 16
- Work at Home
- Civilian Population, Age 16+ at Workplace
- Homemakers
- Retired/Disabled Population
- Unemployed



Age



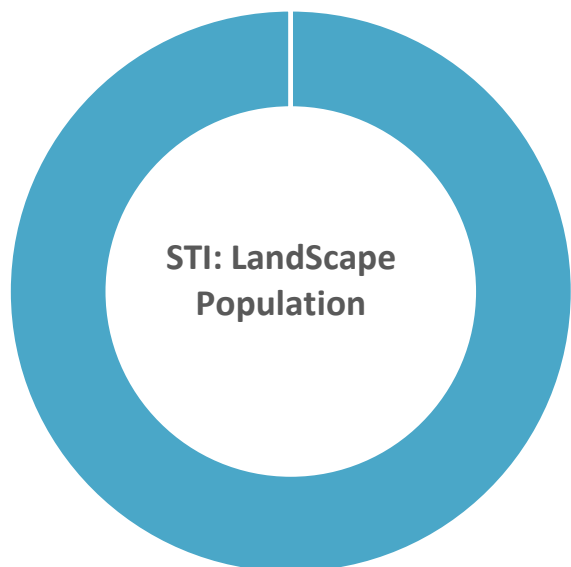
Median Age, Total

52.3

Age Demographics

- 83.08% Age 18+
- 46.92% Age 55+
- 34.50% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 100.0% Golden Heritage (O1)
- 0.0% Collegians (O7)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)

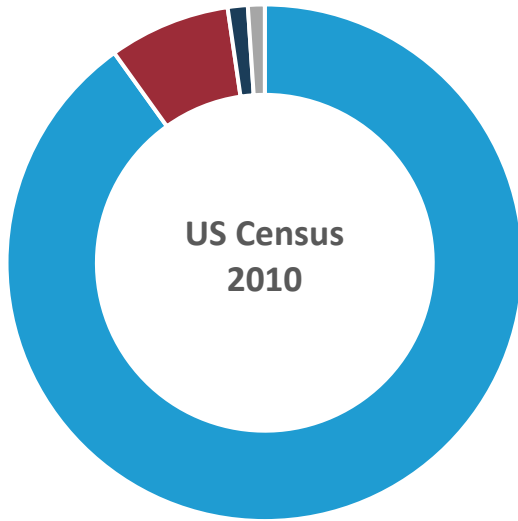
Other top segments:

- 0.0% East Meets West (O2)
- 0.0% Los Trabajadores (N6)
- 0.0% Los Solteros (N5)
- 0.0% Los Padrinos (N4)
- 0.0% Los Novios (N3)
- 0.0% Los Padres (N2)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/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 Schools	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
Los Trabajadores (N6)	\$34K	30.1	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Los Solteros (N5)	\$41K	34	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Los Padrinos (N4)	\$45K	39.6	Urban	Single	Hispanic	Families	High School	Blue Collar
Los Novios (N3)	\$39K	29.6	Urban	Married	Hispanic	Families	Low Education	Blue Collar
Los Padres (N2)	\$49K	33.7	Urban	Married	Hispanic	Families	Low Education	Blue Collar

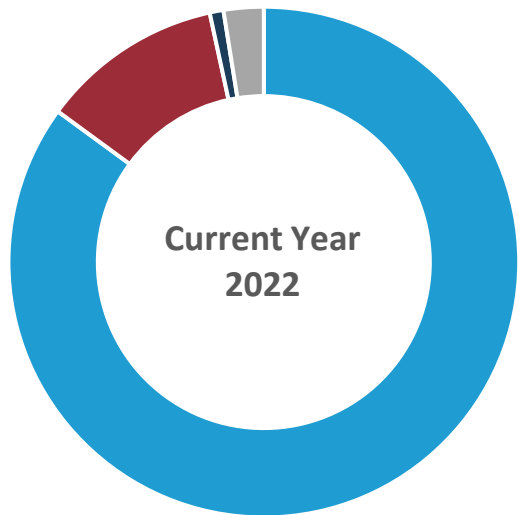
Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)



2010 US Census (Not Hispanic/Latino)

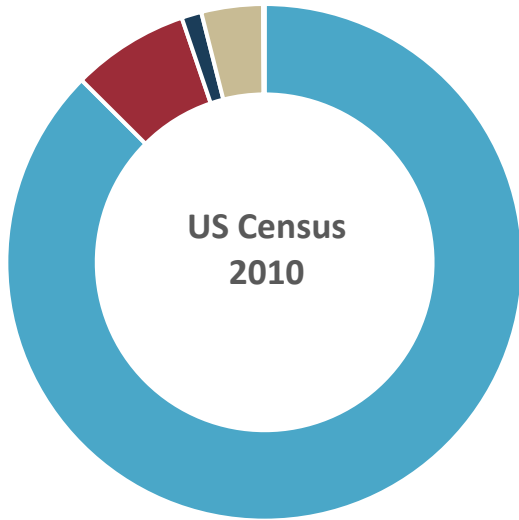
- 87.74% White
- 7.40% Black/African American
- 1.22% Asian
- 1.02% Other



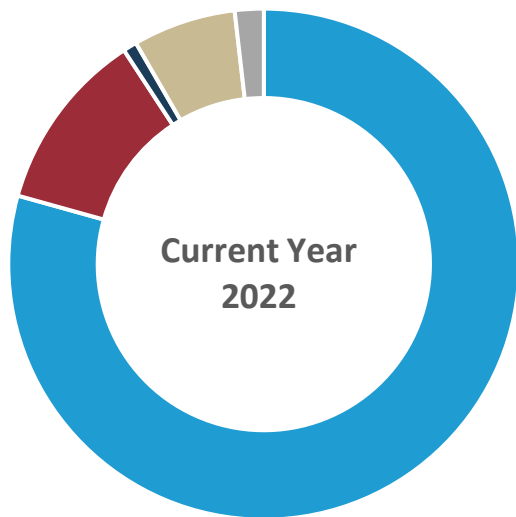
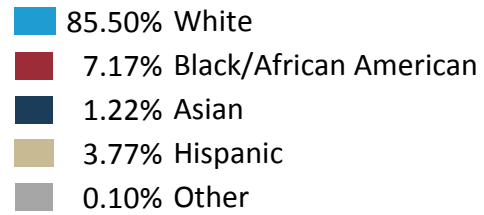
Current Year (Not Hispanic/Latino)

- 85.05% White
- 11.54% Black/African American
- 0.87% Asian
- 2.53% Other

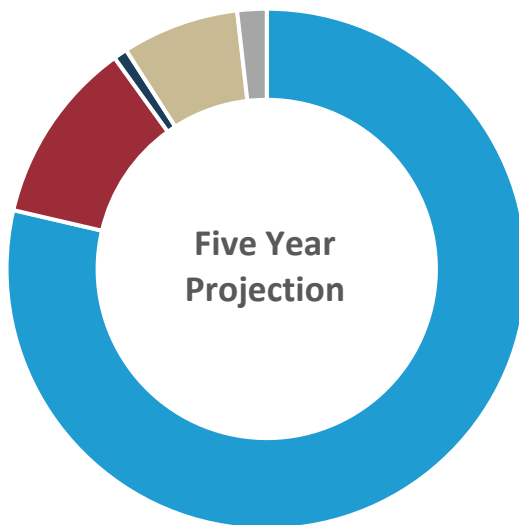
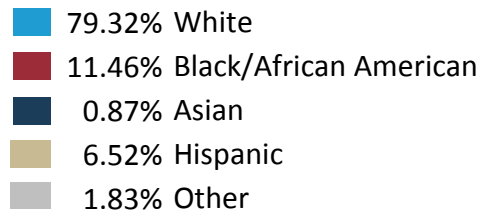
Ethnicity (Hispanic/Latino)



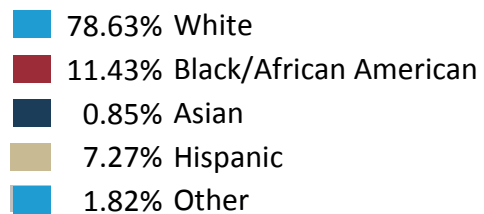
2010 US Census (Hispanic/Latino)



Current Year (Hispanic/Latino)



Five Year Projection (Hispanic/Latino)



Housing & Households

4.0
Land Area

1,373
Total Housing Units

1,272
Total Households

1,493
Total Households
5 Year Projection

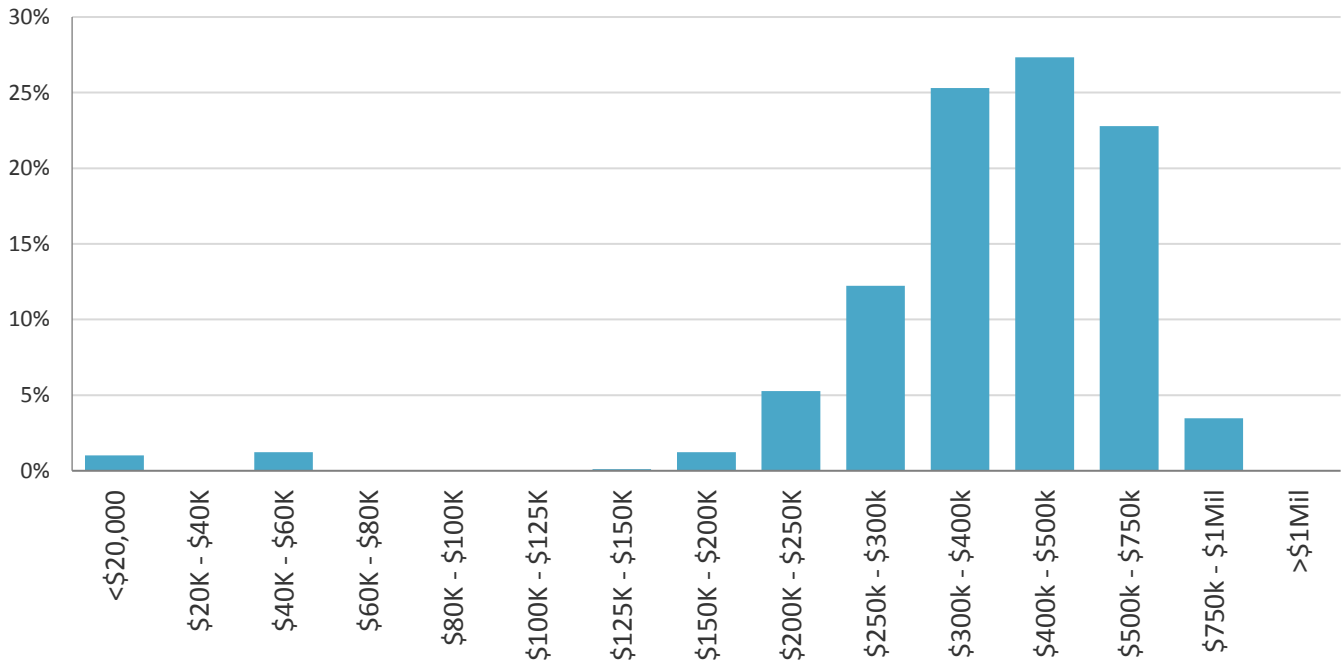


1,048
Owner-Occupied



224
Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

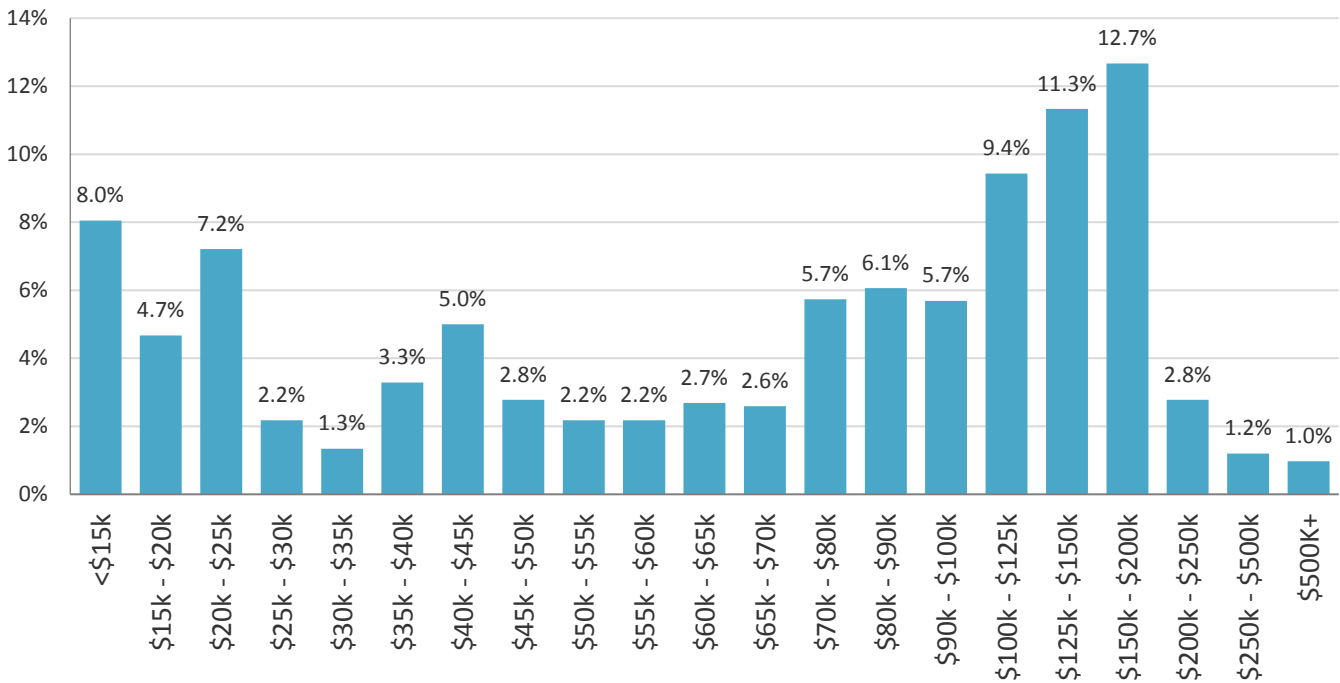
\$100,630

Median Household Income

\$80,188

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



4,413

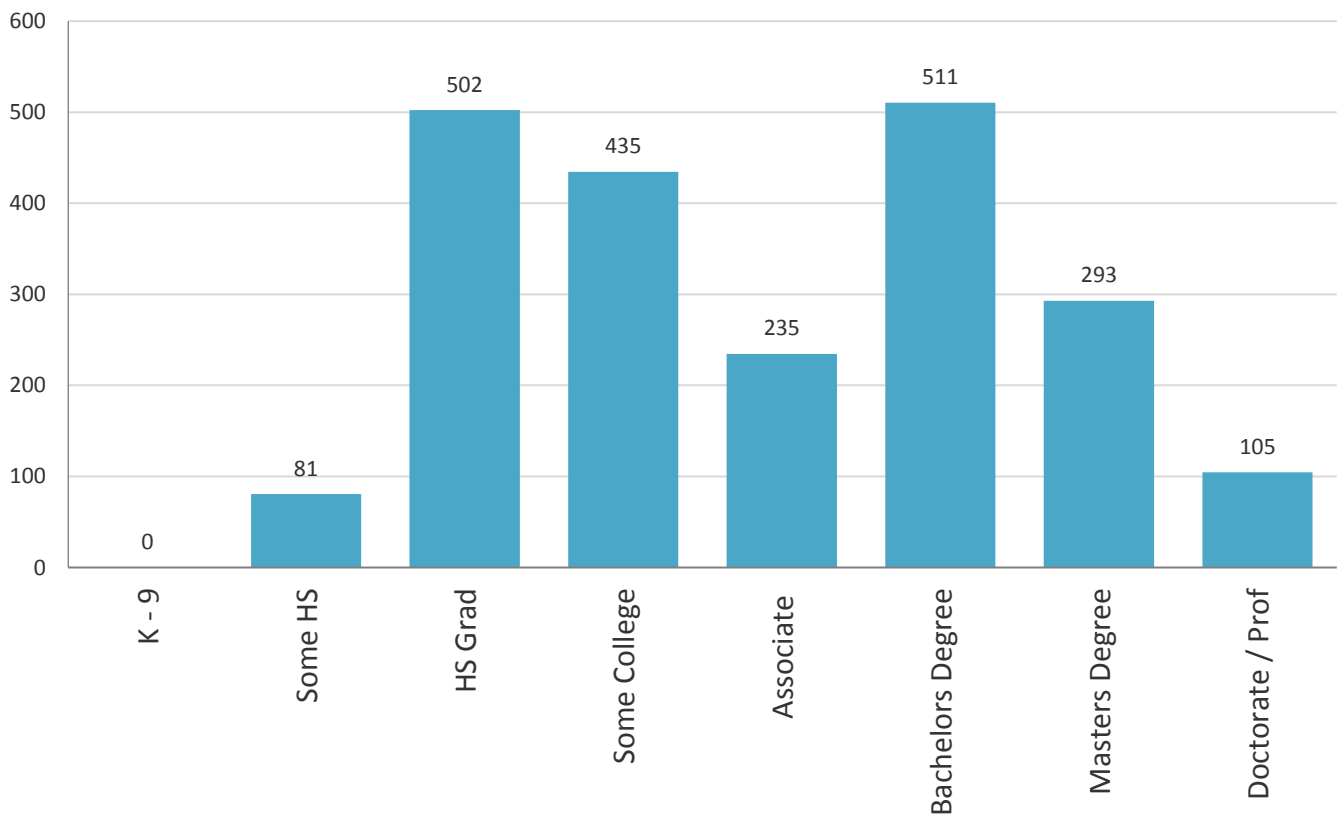
College undergraduate



883

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

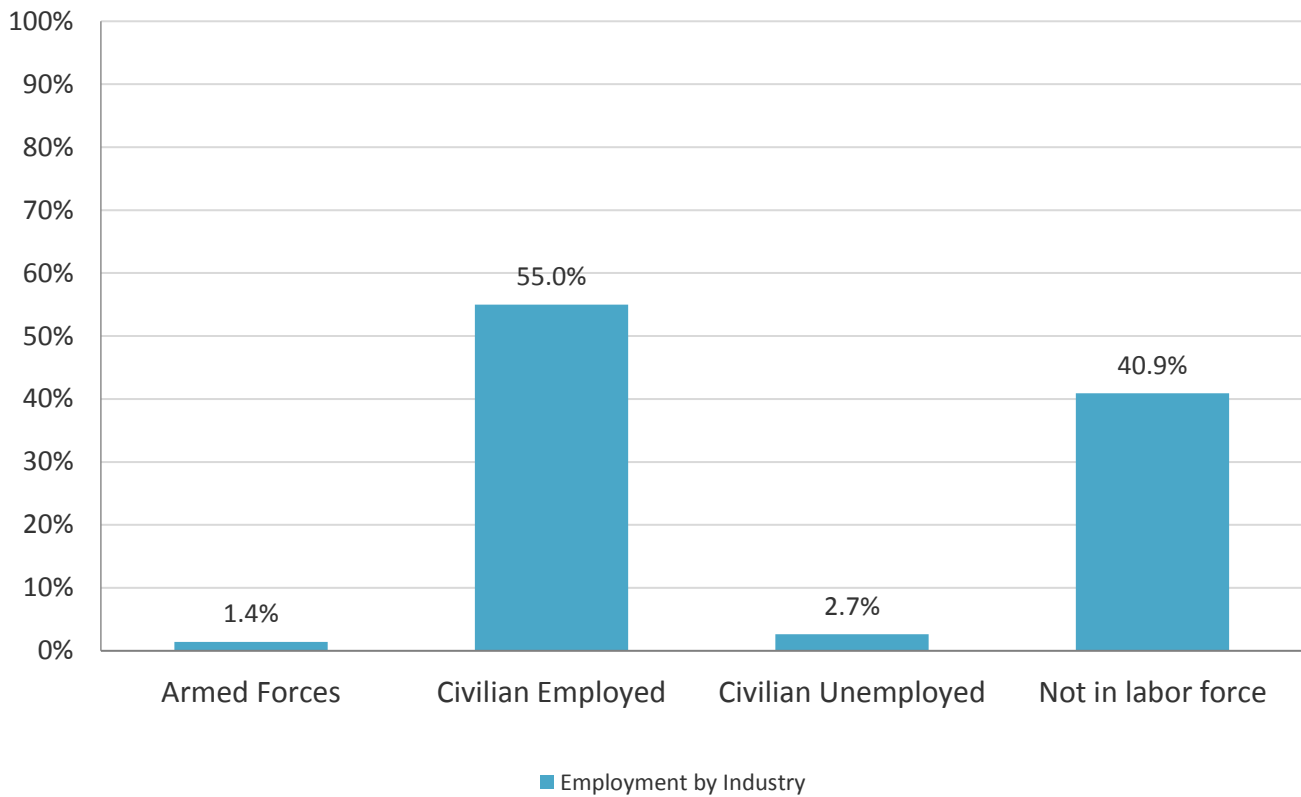
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



2,404

Current Year

Employment by Industry



Transportation to Work (Current Year)



968

Total Workers 16+



839

Car, Truck or Van



10

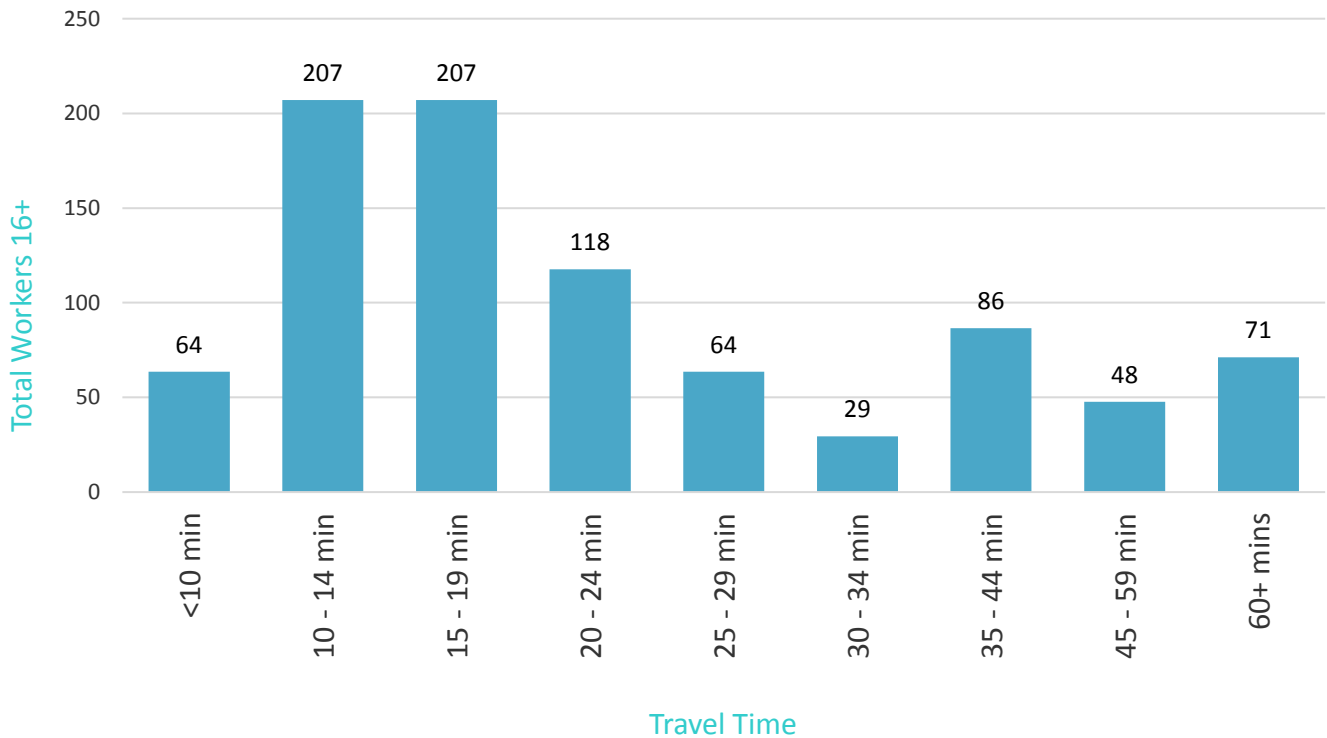
Public transport (not taxi)



74

Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures

Alcoholic beverages	\$14,175
Apparel and services	\$36,672
Cash contributions	\$45,729
Education	\$17,843
Entertainment	\$66,157
Food	\$192,743
Health care	\$115,898
Housing	\$284,242
Personal care & services	\$18,972
Personal insurance	\$11,914
Reading	\$1,577
Tobacco & smoking	\$7,269
Transportation	\$264,448
Cash gifts	\$11,086

Business Summary by NAICS Code

Agriculture, Forestry, Fishing and Hunting	5	Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	6	Professional, Scientific, and Technical Services
Utilities		Management of Companies and Enterprises
4 Construction	2	Administrative and Support Services
5 Manufacturing	3	Educational Services
1 Wholesale Trade	15	Health Care and Social Assistance
17 Retail Trade	4	Arts, Entertainment, and Recreation
2 Transportation and Warehousing	10	Accommodation and Food Services
1 Information	14	Other Services
6 Finance and Insurance		Public Administration

Retail Sales Volume

Automotive Dealers	\$9,919,023
Other Motor Vehicle Dealers	\$607,168
Automotive Parts, Accessories, Tires	\$0
Furniture Stores	\$0
Home Furnishing Stores	\$1,406,873
Electronics and Appliance	\$576,965
Building Material, Supplies	\$11,610,234
Lawn and Garden Equipment	\$155,195
Grocery Stores	\$34,427,011
Specialty Food Stores	\$0
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$1,216,302
Gasoline Stations	\$3,680,924
Clothing Stores	\$2,141,453
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$941,847
Sporting Goods, Hobby, Musical Instrument	\$155,006
Book, Periodical, and Music	\$0
Department Stores	\$0
Other General Merchandise	\$7,354,595
Florists and Misc. Store Retailers	\$0
Office Supplies, Stationary, Gift	\$899,575
Used Merchandise Stores	\$891,426
Other Misc. Store Retailers	\$472,257
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$425,904
Full-Service Restaurants	\$6,274,066
Limited-Service Eating Places	\$9,176,426
Special Food Services	\$1,367,584
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

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.

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.

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

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 averages 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.

Los Trabajadores (N6)

The Spanish-language name for this category should not be misconstrued to mean that everyone is generating income from jobs. While an average level of Los Trabajadores ("workers") residents are generating income from their occupations, these neighborhoods ranks the highest among the primarily Hispanic Mundo Latino areas for public-assistance income: over four-and-a-half-times-above-average. But nonetheless these areas are among the three segments within this category with the highest income levels: the high-\$30,000s to \$40,000s. As a result, those who work are in all likelihood hard workers. It helps that they are young: They are one of two segments with a median-age in the 20s. The dominant areas of employment for these workers are blue-collar jobs in farming/fishing/forestry (nearly four-times-average); building maintenance (over two-and-a-half-times-average); and transportation, construction, and food preparation (all at or above 50-percent-higher-than-national-averages). Like other Mundo Latino segments, Trabajadores have a higher-than-average-level of people with less-than-high-school educations (nearly three-times-average). Los Trabajadores areas have the highest percent of children of all the segments, especially kids under six (over 50-percent-above-average). They are also predominately single-parent homes, with about two-and-a-half-above-average levels of both single-male-parents and single-female-parents.

Los Solteros (N5)

Among the six primarily Hispanic Mundo Latino neighborhood segments, the Los Solteros are among three with the highest income levels: the high- \$30,000s to \$40,000s. However, that doesn't mean they aren't struggling, because other factors speak to people working hard to make ends meet. For one thing, these highly urban areas are home to predominately single- households, in particular single- parent families: hence their name - Los Solteros mean "singles" in Spanish. They rank at two- times- the- national- average for single- male- parent and single- female- parent households. A 50- percent- higher- than- average number of these residents have never been married. There are above- average numbers of children of all ages in the households, with the highest percent in the younger group (under six- years- old) and fewer in the oldest grouping (13 to 17 years old). Another fact pointing to their financial struggle is the high level of income from public- assistance: more than three- times- average. With a two- and- a- half- times- average level of residents with less- than- high- school educations, residents of Los Solteros areas are employed in predominantly blue- collar manual- labor jobs, with higher- than- average rankings in all of these occupations: building maintenance, food preparation, construction, production, transportation, healthcare support, and farming/fishing/forestry.

Los Padrinos (N4)

Among the predominantly Hispanic Mundo Latino segments, Los Padrinos is one of two segments with a median age in the 40s. These neighborhoods also show higher percentages of single- parent households than other segments. As a result, these areas have been named Los Padrinos, which means "godparents," a very common honorarium bestowed on older singles in the Hispanic culture. The number of single- parent homes ranks high for both males (75- percent- above- average) and females (over 75- percent- above- average). However, these neighborhoods rank at an overall average- level of children in all age groups, indicating that the homes are not bursting at the seams with kids. Los Padrinos areas also rate the highest percentage of residents over- 65- years- old in this category. Owing, no doubt, to the older median age, these areas show above- average levels of widows/widowers and divorcees. Los Padrinos is one of three segments within the Mundo Latino category with the highest median- income levels: the high- \$30,000s and \$40,000s. While some of this income is generated by jobs, they also rank high in public- assistance: about two- and- a- half- above- average. Those who are employed are primarily blue- collar workers: presumably a reflection of a two- times- the- national- average number of people with less- than- high- school educations. The residents' dominant job categories include building maintenance (two- times- average), food preparation (50- percent- above- average), and personal care and transportation (both 25- percent- above- average).

Los Novios (N3)

Los Novios neighborhoods are neighborhoods with the highest percentage of married- with- children households. So their Spanish name, which means "newlyweds" is a perfect fit. What's more the median- age range of residents is in the lowest category - 20s and low- 30s. Fittingly, these areas rank highest in children under six at nearly 75- percent- above- average. But they also have a 50- percent- higher- than- average level of kids six- to 13- years- old. While many of the residents are married, there are also above- average levels of single- parent households: with the highest level (interestingly) in single- male- with- children at over 75- percent- above- average. The highly urban Los Novios areas share several demographics with their fellow Mundo Latino segments, including a high percent of residents without high- school educations (three- times- the national- average); median household incomes too broad to classify without misleading market researchers; and high rankings on income from public- assistance (three- times- above- average). However, the residents also rank at an average- level of income from their predominantly blue- collar jobs. They rank extremely high in five occupations: farming/fishing/forestry (a whopping seven- times- the- average), building maintenance (two- and- a- half- times- average), construction and production (both at nearly two- times- average), and transportation (about 75- percent- above- average).

Los Padres (N2)

As anyone who knows anything about Hispanic culture knows, family is very important to this demographic. In particular, parents are regarded as the kings and queens of their castles. The aptly named Los Padres (Spanish for "parents") neighborhoods weight in with the second- largest percentage of children - which, of course, means there are many parents as well. In these highly urban Mundo Latino neighborhoods, the percentage of married- couple households is just below the national- norm; the level of single- female- parent homes is 25- percent- above- average; and (interestingly) the level of single- male- parent homes is more than 50- percent- above- average. The children in the homes span all ages, but show the highest ranking in kids- under- six (nearly 50- percent- above- average). This is obviously because of the residents' relatively young age: The median age of Los Padres areas is in the 30s. The median household income in these areas is too broad to classify without misleading market researchers. But by looking at other factors, one can assume the income levels are lower- than- average. These residents have two- and- a- half- times- average number of people with less- than- high- school educations. They also rank very high in four blue- collar occupations: farming/fishing/forestry (two- and- a- half- times- average), building maintenance (two- times- average), construction (over 50- percent- above- average), and production (over 50- percent- above- average). This group also shows a 50- percent to two- times- average level of income from public- assistance.