

**Demographic Detail Report**

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
<b>Population</b>						
2024 Population	54,934	---	117,299	---	167,259	---
2029 Projected Population	59,643	---	127,516	---	178,425	---
2029 Projected Population (High Estimate)	61,742	---	132,026	---	185,874	---
2029 Projected Population (Low Estimate)	55,076	---	117,986	---	167,809	---
% Projected Annual Change (2024 - 2029)	1.7%	---	1.7%	---	1.3%	---
% Projected Annual Change (High Estimate)	2.5%	---	2.5%	---	2.2%	---
% Projected Annual Change (Low Estimate)	0.1%	---	0.1%	---	0.1%	---
2000 Census Population	29,726	---	73,133	---	113,927	---
2010 Census Population	51,883	---	110,798	---	159,075	---
% Annual Change (2010 - 2024)	0.4%	---	0.4%	---	0.4%	---
Population Density	753		458		295	
Land Area (Square Miles)	72.92		256.22		567.47	
<b>Households</b>						
2024 Households	21,764	---	46,314	---	65,285	---
2029 Projected Households	23,809	---	50,524	---	69,852	---
% Projected Annual Change (2024 - 2029)	1.9%	---	1.8%	---	1.4%	---
2000 Households	10,762	---	27,464	---	42,586	---
2010 Households	20,398	---	43,581	---	61,899	---
% Annual Change (2010 - 2024)	6.4%	---	4.2%	---	3.2%	---
Growth Stability Indicator (-1 to +1)	0.0102	---	0.0619	---	0.0871	---
<b>Daytime Population</b>						
Daytime Population	71,290	---	127,357	---	170,629	---
Children at Home	1,844	---	3,894	---	5,830	---
Students	20,325	---	28,832	---	40,202	---
Work at Home	3,303	---	7,469	---	9,635	---
Homemakers	7,347	---	12,392	---	17,219	---
Retired/Disabled Population	14,804	---	30,262	---	39,233	---
Unemployed	639	---	1,472	---	2,051	---

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	5 Miles		10 Miles		15 Miles	
<b>Total Population by Age</b>						
<b>Average Age (2024)</b>	43.8		44.3		43.4	
<b>Children (2024)</b>						
0 - 4 Years	2,454	4.5%	5,186	4.4%	7,761	4.6%
5 - 9 Years	2,343	4.3%	5,391	4.6%	8,220	4.9%
10 - 13 Years	2,030	3.7%	4,665.5	4.0%	7,001	4.2%
14 - 17 Years	3,376	6.1%	6,528	5.6%	9,093	5.4%
<b>Adults (2024)</b>						
18 - 21 Years	3,917	7.1%	7,305	6.2%	10,009	6.0%
22 - 24 Years	3,013	5.5%	5,633	4.8%	7,725	4.6%
25 - 34 Years	5,918	10.8%	11,998	10.2%	18,121	10.8%
35 - 44 Years	5,607	10.2%	12,252	10.4%	18,662	11.2%
45 - 54 Years	5,277	9.6%	12,483	10.6%	18,115	10.8%
55 - 64 Years	6,514	11.9%	15,226	13.0%	22,097	13.2%
65 - 74 Years	7,067	12.9%	15,441	13.2%	21,328	12.8%
75 - 84 Years	5,616	10.2%	11,430	9.7%	14,467	8.6%
85+ Years	1,802	3.3%	3,760	3.2%	4,659	2.8%
<b>Age, Female (2024)</b>						
0 - 4 Years	1,206	2.2%	2,543	2.2%	3,801	2.3%
5 - 9 Years	1,156	2.1%	2,641	2.3%	4,044	2.4%
10 - 13 Years	978	1.8%	2,281	1.9%	3,407	2.0%
14 - 17 Years	1,341	2.4%	2,859	2.4%	4,059	2.4%
18 - 21 Years	1,969	3.6%	3,620	3.1%	4,786	2.9%
22 - 24 Years	1,866	3.4%	3,169	2.7%	4,018	2.4%
25 - 34 Years	3,038	5.5%	6,027	5.1%	8,910	5.3%
35 - 44 Years	2,963	5.4%	6,405	5.5%	9,618	5.8%
45 - 54 Years	2,786	5.1%	6,519	5.6%	9,381	5.6%
55 - 64 Years	3,533	6.4%	8,101	6.9%	11,667	7.0%
65 - 74 Years	3,962	7.2%	8,501	7.2%	11,623	6.9%
75 - 84 Years	3,148	5.7%	6,352	5.4%	8,069	4.8%
85+ Years	1,101	2.0%	2,270	1.9%	2,858	1.7%
<b>% of Population, Female</b>		<b>52.9%</b>		<b>52.2%</b>		<b>51.6%</b>
Average Age, Female	45.1	---	45.5	---	44.6	---

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	5 Miles		10 Miles		15 Miles	
<b>Age, Male</b>						
0 - 4 Years	1,248	2.3%	2,643	2.3%	3,961	2.4%
5 - 9 Years	1,188	2.2%	2,751	2.3%	4,177	2.5%
10 - 13 Years	1,052	1.9%	2,384	2.0%	3,594	2.1%
14 - 17 Years	2,035	3.7%	3,669	3.1%	5,034	3.0%
18 - 21 Years	1,948	3.5%	3,685	3.1%	5,223	3.1%
22 - 24 Years	1,147	2.1%	2,464	2.1%	3,707	2.2%
25 - 34 Years	2,880	5.2%	5,971	5.1%	9,212	5.5%
35 - 44 Years	2,645	4.8%	5,847	5.0%	9,044	5.4%
45 - 54 Years	2,491	4.5%	5,964	5.1%	8,734	5.2%
55 - 64 Years	2,981	5.4%	7,125	6.1%	10,430	6.2%
65 - 74 Years	3,105	5.7%	6,940	5.9%	9,706	5.8%
75 - 84 Years	2,469	4.5%	5,078	4.3%	6,398	3.8%
85+ Years	701	1.3%	1,490	1.3%	1,801	1.1%
<b>% of Population, Male</b>		<b>47.1%</b>		<b>47.8%</b>		<b>48.4%</b>
Average Age, Male	42.3	---	43.0	---	42.1	---
<b>Income (2024)</b>						
<b>Per Capita Income</b>	\$44,811	---	\$49,750	---	\$46,091	---
<b>Average Household Income</b>	\$113,107	---	\$126,000	---	\$118,085	---
<b>Median Household Income</b>	\$93,706	---	\$103,825	---	\$96,891	---
Less than \$15,000	1,338	6.1%	2,190	4.7%	3,392	5.2%
\$15,000 - \$19,999	302	1.4%	632	1.4%	1,208	1.9%
\$20,000 - \$24,999	633	2.9%	1,235	2.7%	1,833	2.8%
\$25,000 - \$29,999	580	2.7%	1,115	2.4%	1,765	2.7%
\$30,000 - \$34,999	655	3.0%	1,141	2.5%	1,852	2.8%
\$35,000 - \$39,999	571	2.6%	996	2.2%	1,651	2.5%
\$40,000 - \$44,999	528	2.4%	1,133	2.4%	1,758	2.7%
\$45,000 - \$49,999	793	3.6%	1,438	3.1%	2,144	3.3%
\$50,000 - \$54,999	615	2.8%	1,318	2.8%	2,129	3.3%
\$55,000 - \$59,999	660	3.0%	1,289	2.8%	1,997	3.1%
\$60,000 - \$64,999	747	3.4%	1,463	3.2%	2,081	3.2%
\$65,000 - \$69,999	730	3.4%	1,428	3.1%	1,995	3.1%
\$70,000 - \$79,999	1,334	6.1%	2,636	5.7%	3,733	5.7%

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	5 Miles		10 Miles		15 Miles	
\$80,000 - \$89,999	1,354	6.2%	2,554	5.5%	3,682	5.6%
\$90,000 - \$99,999	1,119	5.1%	2,148	4.6%	3,142	4.8%
\$100,000 - \$125,000	2,492	11.4%	5,578	12.0%	7,626	11.7%
\$125,000 - \$149,999	1,793	8.2%	4,594	9.9%	6,495	9.9%
\$150,000 - \$199,999	3,194	14.7%	7,877	17.0%	9,836	15.1%
\$200,000 - \$249,999	1,306	6.0%	3,111	6.7%	3,906	6.0%
\$250,000 - \$499,999	559	2.6%	1,333	2.9%	1,677	2.6%
\$500,000+	463	2.1%	1,106	2.4%	1,384	2.1%
<b>Income (2029 Projected)</b>						
Per Capita Income	\$50,038	---	\$55,422	---	\$51,627	---
Average Household Income	\$125,348	---	\$139,879	---	\$131,872	---
Median Household Income	\$104,603	---	\$116,019	---	\$108,837	---
<b>Education (2024)</b>						
Less than 9th Grade	488	1.3%	1,027	1.2%	2,237	1.9%
Some High School	1,156	3.1%	2,411	2.9%	4,892	4.2%
High School Grad	7,685	20.3%	15,728	19.0%	25,911	22.1%
Some College	6,945	18.4%	14,910	18.1%	23,904	20.4%
Associate Degree	3,593	9.5%	7,309	8.8%	10,383	8.8%
Bachelors Degree	9,944	26.3%	21,825	26.4%	27,338	23.3%
Masters Degree	5,787	15.3%	13,555	16.4%	16,344	13.9%
Doctorate or Professional Degree	2,203	5.8%	5,827	7.1%	6,441	5.5%
<b>Population by Race/Ethnicity (2024)</b>						
Race Excluding Hispanic Ethnic Group						
White	38,718	70.5%	86,974	74.1%	120,696	72.2%
Black	9,406	17.1%	16,021	13.7%	25,963	15.5%
Asian	1,765	3.2%	3,553	3.0%	4,284	2.6%
Other	5,045	9.2%	10,751	9.2%	16,315	9.8%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	37,914	69.0%	84,990	72.5%	117,631	70.3%
Hispanic	3,233	5.9%	6,912	5.9%	11,053	6.6%
Black, Non-Hispanic	9,276	16.9%	15,787	13.5%	25,571	15.3%
Asian, Non-Hispanic	1,737	3.2%	3,513	3.0%	4,221	2.5%
Other, Non-Hispanic	2,775	5.1%	6,097	5.2%	8,783	5.3%

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	5 Miles		10 Miles		15 Miles	
<b>Population by Race/Ethnicity (2029 Projected)</b>						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	41,353	75.3%	92,579	78.9%	125,774	75.2%
Hispanic	3,487	6.3%	7,506	6.4%	11,779	7.0%
Black, Non-Hispanic	9,952	18.1%	17,049	14.5%	27,077	16.2%
Asian, Non-Hispanic	1,865	3.4%	3,818	3.3%	4,531	2.7%
Other, Non-Hispanic	2,987	5.4%	6,565	5.6%	9,264	5.5%
<b>Language at Home (2024)</b>						
Spanish	1,567	3.0%	3,261	2.9%	5,619	3.5%
Asian/Pacific Language	1,111	2.1%	2,377	2.1%	2,799	1.8%
European/Indo-European	1,186	2.3%	2,352	2.1%	2,877	1.8%
Arabic	218	0.4%	278	0.2%	298	0.2%
Other Non-English	301	0.6%	433	0.4%	487	0.3%
<b>Family Structure (2024)</b>						
Male Householder, No Children	263	1.7%	667	1.9%	1,023	2.1%
Female Householder, No Children	991	6.3%	1,948	5.6%	3,358	6.9%
Single Parent - Male	316	2.0%	613	1.8%	932	1.9%
Single Parent - Female	1,091	7.0%	2,324	6.7%	3,457	7.1%
Married w/ Children	3,185	20.4%	8,440	24.4%	11,932	24.4%
Married w/out Children	8,561	54.7%	18,221	52.6%	24,654	50.5%
Non-family Households	1,242	7.9%	2,443	7.0%	3,495	7.2%
<b>Household Size (2024)</b>						
1 Person	6,114	28.1%	11,658	25.2%	16,435	25.2%
2 Persons	8,913	41.0%	18,886	40.8%	25,632	39.3%
3 Persons	2,959	13.6%	6,708	14.5%	9,831	15.1%
4 Persons	2,219	10.2%	5,395	11.6%	7,819	12.0%
5 Persons	950	4.4%	2,291	4.9%	3,463	5.3%
6 Persons	373	1.7%	871	1.9%	1,332	2.0%
7+ Persons	235	1.1%	506	1.1%	772	1.2%

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	5 Miles		10 Miles		15 Miles	
<b>Housing (2024)</b>						
Owner-Occupied	14,544	59.8%	34,412	67.3%	48,178	66.8%
Renter-Occupied	7,220	29.7%	11,902	23.3%	17,107	23.7%
Vacant	2,554	10.5%	4,816	9.4%	6,881	9.5%
<b>Components of Change (2024)</b>						
Births	519	0.9%	1,094	0.9%	1,583	0.9%
Deaths	678	1.2%	1,455	1.2%	1,898	1.1%
Migration	265	0.5%	999	0.9%	1,126	0.7%
<b>Other Population (2024)</b>						
Seasonal Population	523	---	1,182	---	1,354	---
Transient Population	4,879	---	8,578	---	9,334	---
Group Quarters Population	4,852	---	6,310	---	8,650	---
Institutionalized	683	---	1,069	---	2,151	---
College	4,091	---	4,753	---	4,753	---
Military	0	---	288	---	1,458	---
Other	79	---	201	---	288	---
<b>Home Value (2024)</b>						
Median Home Value	\$526,562	---	\$556,065	---	\$510,000	---
Average Home Value	\$489,603	---	\$506,254	---	\$460,430	---
Under \$20,000	60	0.4%	164	0.5%	435	0.9%
\$20,000 to \$40,000	18	0.1%	85	0.2%	373	0.8%
\$40,000 to \$60,000	50	0.3%	69	0.2%	244	0.5%
\$60,000 to \$80,000	67	0.5%	143	0.4%	279	0.6%
\$80,000 to \$100,000	5	0.0%	21	0.1%	106	0.2%
\$100,000 to \$125,000	90	0.6%	120	0.3%	243	0.5%
\$125,000 to \$150,000	91	0.6%	209	0.6%	433	0.9%
\$150,000 to \$200,000	302	2.1%	741	2.2%	1,404	2.9%
\$200,000 to \$250,000	663	4.6%	1,468	4.3%	3,070	6.4%
\$250,000 to \$300,000	907	6.2%	2,255	6.6%	4,069	8.4%
\$300,000 to \$400,000	2,600	17.9%	5,824	16.9%	8,874	18.4%
\$400,000 to \$500,000	2,964	20.4%	6,834	19.9%	8,946	18.6%
\$500,000 to \$750,000	3,954	27.2%	9,532	27.7%	11,550	24.0%
\$750,000 to \$1,000,000	1,998	13.7%	4,294	12.5%	5,077	10.5%
\$1,000,000 or more	565	3.9%	1,837	5.3%	2,208	4.6%

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	5 Miles		10 Miles		15 Miles	
<b>Vehicles Per Household (2024)</b>						
No Vehicle	1,250	5.7%	2,028	4.4%	3,007	4.6%
1 Vehicle	7,468	34.3%	13,456	29.1%	17,988	27.6%
2 Vehicles	8,214	37.7%	18,703	40.4%	25,646	39.3%
3 Vehicles	3,357	15.4%	8,459	18.3%	12,646	19.4%
4 Vehicles	1,103	5.1%	2,835	6.1%	4,304	6.6%
5 or more Vehicles	372	1.7%	833	1.8%	1,694	2.6%
<b>Economic Indicators (2024)</b>						
Gross Domestic Product (GDP) - in 1,000s	\$4,400,472	---	\$10,230,718	---	\$13,634,485	---
Economic Viability	258	---	263	---	265	---
Economic Viability, Indexed	96	---	97	---	98	---
Average Salary	\$48,227	---	\$49,888	---	\$48,577	---
Average Mortgage-Risk	3.31	---	3.32	---	3.34	---
<b>Businesses (2024)</b>						
Establishments	1,788	---	3,276	---	4,729	---
Employees (FTEs)	23,028	---	43,036	---	56,458	---
<b>Employment, Pop 16+ (2024)</b>						
Armed Forces	555	1.2%	2,250	2.3%	5,148	3.7%
Civilian	25,329	54.6%	57,214	57.9%	83,511	59.8%
Employed	24,690	53.2%	55,742	56.4%	81,460	58.3%
Unemployed	639	1.4%	1,472	1.5%	2,051	1.5%
Not in Labor Force	21,095	45.4%	41,619	42.1%	56,250	40.2%
<b>Unemployment Rate (2024)</b>						
		2.5%		2.5%		2.4%
<b>Employment by Industry (2024)</b>						
Agriculture, Mining and Construction	1,604	6.5%	3,196	5.7%	5,557	6.8%
Manufacturing	1,493	6.0%	3,996	7.2%	6,461	7.9%
Transportation	690	2.8%	1,949	3.5%	3,393	4.2%
Information	144	0.6%	398	0.7%	669	0.8%

# Demographics around 6610 Mooretown Rd, Williamsburg, Virginia 23188, United States



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	5 Miles		10 Miles		15 Miles	
Wholesale-Retail	3,288	13.3%	7,330	13.2%	11,220	13.8%
Finance, Insurance, and Real Estate	1,368	5.5%	3,295	5.9%	4,375	5.4%
Professional Services	2,123	8.6%	5,431	9.7%	6,946	8.5%
Management Services	3	0.0%	29	0.1%	29	0.0%
Administration and Waste Services	863	3.5%	1,970	3.5%	3,053	3.7%
Educational Services	6,675	27.0%	14,915	26.8%	20,633	25.3%
Entertainment Services	3,378	13.7%	6,328	11.4%	8,796	10.8%
Other Professional Services	1,030	4.2%	2,514	4.5%	3,923	4.8%
Public Administration	2,030	8.2%	4,391	7.9%	6,406	7.9%
<b>Employment by Occupation (2024)</b>	---	---	---	---	---	---
White Collar						
Managerial and Executive	4,041	16.4%	10,318	18.5%	14,278	17.5%
Professional Specialty	7,106	28.8%	17,141	30.8%	22,148	27.2%
Healthcare and Support	644	2.6%	1,067	1.9%	1,856	2.3%
Sales	3,033	12.3%	6,828	12.2%	9,398	11.5%
Office and Administration	2,338	9.5%	5,240	9.4%	7,976	9.8%
Blue Collar						
Protective Services	873	3.5%	1,347	2.4%	1,846	2.3%
Food Preparation and Serving	1,325	5.4%	2,487	4.5%	3,765	4.6%
Building Maintenance and Cleaning	857	3.5%	1,417	2.5%	2,618	3.2%
Personal Care Services	1,170	4.7%	1,965	3.5%	2,723	3.3%
Farming, Fishing & Forestry	47	0.2%	181	0.3%	358	0.4%
Construction	1,301	5.3%	3,108	5.6%	6,009	7.4%
Production & Transportation	1,955	7.9%	4,642	8.3%	8,487	10.4%
<b>School Enrollment (2024)</b>						
Nursery School/Pre-school	754	1.4%	1,661	1.4%	2,310	1.4%
Kindergarten/Elementary School	4,902	8.9%	10,792	9.2%	16,455	9.8%
High School	2,059	3.7%	5,519	4.7%	7,798	4.7%
College/Graduate/Professional School	8,034	14.6%	12,147	10.4%	14,837	8.9%
Not Enrolled	39,185	71.3%	87,180	74.3%	125,858	75.2%



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<b>Travel Time to Work</b>						
Less than 10 minutes	3,212	16.2%	5,930	13.2%	9,269	13.7%
10 to 14 minutes	3,917	19.7%	7,954	17.6%	10,689	15.8%
15 to 19 minutes	3,542	17.9%	8,089	17.9%	10,807	16.0%
20 to 24 minutes	2,285	11.5%	5,431	12.0%	7,740	11.4%
25 to 29 minutes	696	3.5%	2,345	5.2%	3,899	5.8%
30 to 34 minutes	1,275	6.4%	3,838	8.5%	6,708	9.9%
35 to 44 minutes	1,602	8.1%	3,592	8.0%	5,644	8.3%
45 to 59 minutes	1,618	8.2%	3,995	8.9%	6,579	9.7%
60 or more minutes	1,697	8.6%	3,919	8.7%	6,390	9.4%
Average travel time to work in minutes	18.8	---	29.7	---	30.8	---

**Population by LandScape Segment**

A1: Empire Builders	0	0.00%	653	0.56%	653	0.39%
A2: Grand Masters	0	0.00%	0	0.00%	0	0.00%
A3: Marquis Class	1,117	2.04%	2,401	2.07%	2,401	1.45%
A4: American Knights	0	0.00%	0	0.00%	0	0.00%
A5: Urban Squires	0	0.00%	0	0.00%	0	0.00%
A6: Regents	1,591	2.91%	8,453	7.29%	8,453	5.11%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	16	0.03%	575	0.50%	575	0.35%
B3: Kindred Spirit	982	1.79%	1,700	1.47%	5,847	3.53%
B4: Middle of the Road	0	0.00%	0	0.00%	0	0.00%
B5: White Collar Starts	1,443	2.64%	1,443	1.24%	1,443	0.87%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	0	0.00%	0	0.00%	0	0.00%
C2: Managing Business	993	1.81%	2,533	2.18%	3,442	2.08%
C3: Nest Builders	1,243	2.27%	3,408	2.94%	4,845	2.93%
C4: Gainfully Employed	1,240	2.26%	1,240	1.07%	2,319	1.40%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	0	0.00%	0	0.00%	275	0.17%
D2: Fall Years	1,978	3.61%	2,894	2.49%	5,557	3.36%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	854	1.56%	5,023	4.33%	6,355	3.84%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
E2: Wizards	2,215	4.05%	6,239	5.38%	7,893	4.77%
E3: Apprentices	127	0.23%	1,709	1.47%	1,709	1.03%
F1: Hard Act to Follow	2,277	4.16%	3,414	2.94%	4,922	2.98%
F2: SM Seeks SF	1,547	2.83%	1,842	1.59%	2,324	1.40%
F3: Solo Acts	1,024	1.87%	3,209	2.77%	4,348	2.63%
F4: Down But Not Out	2,160	3.94%	3,109	2.68%	6,806	4.11%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	0	0.00%	0	0.00%	0	0.00%
G3: Solemn Widows/ers	0	0.00%	0	0.00%	0	0.00%
H1: Educated Earners	0	0.00%	0	0.00%	0	0.00%
H2: Suburban Singles	0	0.00%	56	0.05%	484	0.29%
H3: Hard Hats/Hair Nets	2,013	3.68%	2,140	1.84%	3,306	2.00%
I1: Bonds and Babies	0	0.00%	0	0.00%	0	0.00%
I2: Great Generations	0	0.00%	0	0.00%	950	0.57%
I3: Couples with Capital	684	1.25%	2,627	2.26%	2,627	1.59%
I4: Kith and Kin	28	0.05%	963	0.83%	963	0.58%
I5: Sublime Suburbia	1,848	3.38%	3,432	2.96%	3,432	2.07%
J1: Stocks and Scholars	2,434	4.45%	5,155	4.44%	5,155	3.12%
J2: Marmalade & Money	0	0.00%	2,248	1.94%	2,248	1.36%
J3: Stately Suburbs	2,036	3.72%	2,036	1.76%	3,025	1.83%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	0	0.00%	1,572	1.36%	2,850	1.72%
K3: Terra Firma	0	0.00%	0	0.00%	0	0.00%
K4: Stock in Trade	0	0.00%	0	0.00%	0	0.00%
K5: Rough and Ready	0	0.00%	0	0.00%	0	0.00%
K6: The Outback	0	0.00%	0	0.00%	0	0.00%
K7: Cornucopia	0	0.00%	0	0.00%	0	0.00%
L1: Land Barons	2,764	5.05%	7,144	6.16%	9,194	5.56%
L2: Fertile Acres	550	1.00%	4,211	3.63%	11,077	6.70%
L3: Bread Basket	0	0.00%	0	0.00%	1,233	0.75%
L4: Farmers Circle	617	1.13%	617	0.53%	2,029	1.23%
L5: Crops and Tractors	0	0.00%	0	0.00%	0	0.00%
M1: Harlem Gentry	0	0.00%	0	0.00%	2,456	1.48%
M2: East Side	0	0.00%	0	0.00%	536	0.32%
M3: Upper East Side	0	0.00%	0	0.00%	0	0.00%

**Demographic Detail Report**

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

	5 Miles		10 Miles		15 Miles	
M4: Lower East Side	0	0.00%	0	0.00%	0	0.00%
M5: Between Jobs	0	0.00%	0	0.00%	0	0.00%
N1: Anos de Quincenera	0	0.00%	0	0.00%	0	0.00%
N2: Los Padres	0	0.00%	0	0.00%	0	0.00%
N3: Los Novios	0	0.00%	0	0.00%	0	0.00%
N4: Los Padrinos	0	0.00%	0	0.00%	0	0.00%
N5: Los Solteros	0	0.00%	0	0.00%	0	0.00%
N6: Los Trabajadores	0	0.00%	0	0.00%	0	0.00%
O1: Golden Heritage	10,556	19.28%	20,460	17.64%	20,966	12.67%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	0	0.00%	0	0.00%	0	0.00%
O4: Doublewides	0	0.00%	242	0.21%	2,477	1.50%
O5: Centurions	0	0.00%	1,658	1.43%	5,562	3.36%
O6: Legacy Years	4,470	8.16%	4,779	4.12%	7,897	4.77%
O7: Collegians	5,944	10.86%	6,808	5.87%	6,808	4.12%

	Per Household		Per Household		Per Household	
<b>Weekly Consumer Spending Patterns</b>						
Alcoholic beverages	\$171,272	\$7.87	\$390,529	\$8.43	\$548,558	\$8.40
Total Apparel and services	\$678,605	\$31.18	\$1,530,250	\$33.04	\$2,164,812	\$33.16
Cash contributions	\$1,107,980	\$50.91	\$2,494,998	\$53.87	\$3,472,366	\$53.19
Total Education	\$335,689	\$15.42	\$772,501	\$16.68	\$1,084,463	\$16.61
Total Entertainment	\$1,318,719	\$60.59	\$2,973,999	\$64.21	\$4,180,847	\$64.04
Total Food	\$3,949,322	\$181.46	\$8,877,875	\$191.69	\$12,565,539	\$192.47
Total Health care	\$2,266,904	\$104.16	\$5,026,075	\$108.52	\$7,084,823	\$108.52
Total Housing	\$6,084,569	\$279.57	\$13,630,989	\$294.32	\$19,217,328	\$294.36
Total Personal care products and services	\$372,913	\$17.13	\$838,109	\$18.10	\$1,182,963	\$18.12
Personal insurance	\$215,155	\$9.89	\$491,873	\$10.62	\$684,405	\$10.48
Total Reading	\$37,264	\$1.71	\$82,954	\$1.79	\$116,269	\$1.78
Total Tobacco products and smoking supplies	\$144,994	\$6.66	\$316,355	\$6.83	\$460,832	\$7.06
Total Transportation	\$5,613,304	\$257.92	\$12,643,582	\$273.00	\$17,796,815	\$272.60
Cash gifts	\$365,692	\$16.80	\$803,726	\$17.35	\$1,135,458	\$17.39

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## Demographics around 6610 Mooretown Rd, Williamsburg, Virginia 23188, United States

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### LandScape Descriptions (Trade Area 1 Only)

#### O1: Golden Heritage

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.

#### O6: Legacy Years

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).

#### L1: Land Barons

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.

#### J1: Stocks and Scholars

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.

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## Demographics around 6610 Mooretown Rd, Williamsburg, Virginia 23188, United States

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### F1: Hard Act to Follow

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.

### E2: Wizards

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.

### F4: Down But Not Out

It's not always easy to be in your 40s, single- with- some- children, and earning in the \$30,000 to \$40,000 range. Just ask Down But Not Out residents. They are the oldest of the Going it Alone urban neighborhood segments, and the most financially stresses. In fact, while the median age is in the 40s, they also are home to nearly two- times- the- average in residents over 65 years of age. Owing to the aging population, their primarily single status is due to a combination of three factors: two- times- the- average level of widows and widowers, a 50- percent- higher level of divorcees, and a slightly higher- than- average level of people who have never married. These neighborhoods have an average level of college education. They earn \$30,000 to \$40,000 annually both from wages and retirement/social security. Those who are still working are employed in white- collar occupations such as food preparation, office administration, personal care, maintenance, and healthcare. One could see Down But Not Out residents resigned to living out their remaining years alone, but working hard to make their singlehood as comfortable as possible.

### H3: Hard Hats/Hair Nets

Among Single in the Suburbs segments, Hard Hats & Hair Nets are the lowest- income neighborhoods. Their annual incomes are below \$30,000, and aren't generated exclusively from salaries: These people also rely on a high level of public- assistance to make ends meet. In fact, they rank at over two- times- the- national- average in supplemental- public- assistance income. Like other segments in the Single in the Suburbs category, these residents are in their 20s and 30s. While relatively young, they may not have a lot of hope for rising above their current situations, because not only are college educations few and far between, but also a large number of residents do not even have high- school degrees. In fact, they rank nearly 50- percent- below- average in this measurement. Residents of these areas are also encumbered by two- times- or- more- than- average number of single- parent families, particularly of children under six- years- old. The people are single due to both above- average- levels of never- married people and divorce. Owing to their low education levels, these manual laborers work predominantly in blue- collar jobs. They rank particularly high in food preparation jobs and building maintenance. They're also employed in healthcare support, construction, and personal care.

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## Demographics around 6610 Mooretown Rd, Williamsburg, Virginia 23188, United States

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### H3: Hard Hats/Hair Nets

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### D2: Fall Years

Fall Years neighborhoods are home to residents who are working hard to make ends meet, or have their working years behind them and are relying on social security and retirement income to retain their mix of middle- class, white- collar and blue- collar, highly urban lifestyle. With an annual income range in the \$30,000s and \$40,000s, these Seasoned Urban Dwellers have to make every penny count. Fall Years dwellers are still predominantly in their mid- to- late- 40s, but also have a higher- than- average percent of 65- plus- year- olds. This explains their growing percentage of income from social security/retirement accounts. It also speaks to a significantly higher- than- average number of widows and widowers, and their slightly lower- than- average number of households with children. This group measured an average level of college, perhaps attaining two- year technical degrees to obtain their jobs in fields such as healthcare, protective services, and office administration. The blue- collar brethren among them have jobs in production, transportation, and repair services, among other traditional manual- labor jobs.

### I5: Sublime Suburbia

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."

### A6: Regents

Regents are highly urban Creme de la Creme neighborhoods with the vast majority of their residents in their 40s, fewer- than- average children under 17 years old, and a higher- than- average number of 65- plus- year- olds. Though they have fewer children, the residents in these areas have a higher- than- national- average quota of married couples. Also higher- than- average are the number of college- educated residents, people employed in white- collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range - making their "middle- age" years extremely financially secure and materially comfortable.