Demographics around 6215 Chesapeake Circle, New Kent, Virginia 23124, United States

COLDWELL BANKER COMMERCIAL
BROOKS REAL ESTATE

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q2

	5 Miles		10 Miles		15 Miles	
Population						
2023 Population	8,615	---	29,217	---	65,071	---
2028 Projected Population	9,458	---	30,486	---	67,866	---
2028 Projected Population (High Estimate)	11,689	---	35,592	---	75,371	---
2028 Projected Population (Low Estimate)	9,449	---	30,233	---	66,202	---
% Projected Annual Change (2023 - 2028)	2.0%	---	0.9%	---	0.9%	---
% Projected Annual Change (High Estimate)	7.1%	---	4.4%	---	3.2%	---
% Projected Annual Change (Low Estimate)	1.9%	---	0.7%	---	0.3%	---
2000 Census Population	3,433	---	17,591	---	43,708	---
2010 Census Population	7,371	---	26,656	---	61,180	---
% Annual Change (2010 - 2023)	1.3%	---	0.7%	---	0.5%	---
Population Density	109		97		99	
Land Area (Square Miles)	79.15		301.47		658.87	
Households						
2023 Households	3,327	---	11,373	---	25,247	---
2028 Projected Households	3,653	---	11,856	---	26,275	---
% Projected Annual Change (2023 - 2028)	2.0%	---	0.8%	---	0.8%	---
2000 Households	1,278	---	6,569	---	16,401	---
2010 Households	2,838	---	10,380	---	23,750	---
% Annual Change (2010 - 2023)	9.4%	---	4.5%	---	3.4%	---
Growth Stability Indicator (-1 to +1)	0.9474	---	0.8604	---	0.7439	---
Daytime Population						
Daytime Population	6,833	---	20,451	---	46,338	---
Children at Home	316	---	1,106	---	2,469	---
Students	2,061	---	4,762	---	10,563	---
Work at Home	176	---	1,041	---	2,101	---
Homemakers	690	---	1,953	---	4,414	---
Retired/Disabled Population	1,689	---	5,887	---	12,915	---
Unemployed	107	---	499	---	1,220	---

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q2

	5 Miles		10 Miles		15 Miles	
Total Population by Age						
Average Age (2023)	43.9		44.2		43.9	
Children (2023)						
0 - 4 Years	421	4.9%	1,471	5.0%	3,284	5.0%
5 - 9 Years	427	5.0%	1,479	5.1%	3,328	5.1%
10 - 13 Years	425	4.9%	1,363.9	4.7%	3,002	4.6%
14 - 17 Years	454	5.3%	1,387	4.7%	3,184	4.9%
Adults (2023)						
18 - 21 Years	408	4.7%	1,302	4.5%	3,036	4.7%
22 - 24 Years	176	2.0%	609	2.1%	1,431	2.2%
25 - 34 Years	784	9.1%	2,902	9.9%	6,495	10.0%
35 - 44 Years	1,037	12.0%	3,435	11.8%	7,703	11.8%
45 - 54 Years	1,170	13.6%	3,767	12.9%	8,411	12.9%
55 - 64 Years	1,357	15.8%	4,762	16.3%	10,534	16.2%
65 - 74 Years	1,229	14.3%	4,233	14.5%	9,077	13.9%
75 - 84 Years	624	7.2%	2,075	7.1%	4,583	7.0%
85+ Years	102	1.2%	431	1.5%	1,005	1.5%
Age, Female (2023)						
0 - 4 Years	206	2.4%	728	2.5%	1,603	2.5%
5 - 9 Years	210	2.4%	715	2.4%	1,636	2.5%
10 - 13 Years	206	2.4%	687	2.4%	1,464	2.2%
14 - 17 Years	217	2.5%	671	2.3%	1,537	2.4%
18 - 21 Years	196	2.3%	622	2.1%	1,451	2.2%
22 - 24 Years	87	1.0%	287	1.0%	672	1.0%
25 - 34 Years	390	4.5%	1,453	5.0%	3,245	5.0%
35 - 44 Years	549	6.4%	1,760	6.0%	3,939	6.1%
45 - 54 Years	588	6.8%	1,894	6.5%	4,270	6.6%
55 - 64 Years	718	8.3%	2,419	8.3%	5,383	8.3%
65 - 74 Years	661	7.7%	2,232	7.6%	4,763	7.3%
75 - 84 Years	317	3.7%	1,077	3.7%	2,435	3.7%
85+ Years	60	0.7%	274	0.9%	643	1.0%
% of Population, Female		**51.1%**		**50.7%**		**50.8%**
Average Age, Female	44.7	---	44.9	---	44.7	---

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q2

	5 Miles		10 Miles		15 Miles	
Age, Male						
0 - 4 Years	215	2.5%	744	2.5%	1,680	2.6%
5 - 9 Years	216	2.5%	764	2.6%	1,692	2.6%
10 - 13 Years	219	2.5%	677	2.3%	1,538	2.4%
14 - 17 Years	237	2.8%	716	2.4%	1,647	2.5%
18 - 21 Years	211	2.5%	680	2.3%	1,585	2.4%
22 - 24 Years	89	1.0%	322	1.1%	759	1.2%
25 - 34 Years	395	4.6%	1,449	5.0%	3,250	5.0%
35 - 44 Years	488	5.7%	1,675	5.7%	3,764	5.8%
45 - 54 Years	582	6.8%	1,873	6.4%	4,141	6.4%
55 - 64 Years	639	7.4%	2,343	8.0%	5,151	7.9%
65 - 74 Years	568	6.6%	2,001	6.8%	4,314	6.6%
75 - 84 Years	307	3.6%	997	3.4%	2,147	3.3%
85+ Years	42	0.5%	157	0.5%	361	0.6%
% of Population, Male		**48.9%**		**49.3%**		**49.2%**
Average Age, Male	43.1	---	43.5	---	43.0	---
Income (2023)						
Per Capita Income	$45,558	---	$42,948	---	$41,006	---
Average Household Income	$117,960	---	$110,334	---	$105,686	---
Median Household Income	$105,283	---	$98,067	---	$91,895	---
Less than $15,000	219	6.6%	606	5.3%	1,369	5.4%
$15,000 - $19,999	120	3.6%	300	2.6%	715	2.8%
$20,000 - $24,999	73	2.2%	300	2.6%	601	2.4%
$25,000 - $29,999	83	2.5%	340	3.0%	770	3.0%
$30,000 - $34,999	70	2.1%	314	2.8%	785	3.1%
$35,000 - $39,999	49	1.5%	246	2.2%	673	2.7%
$40,000 - $44,999	64	1.9%	262	2.3%	603	2.4%
$45,000 - $49,999	62	1.9%	241	2.1%	594	2.4%
$50,000 - $54,999	75	2.3%	360	3.2%	848	3.4%
$55,000 - $59,999	92	2.8%	413	3.6%	900	3.6%
$60,000 - $64,999	116	3.5%	390	3.4%	896	3.5%
$65,000 - $69,999	105	3.2%	353	3.1%	806	3.2%
$70,000 - $79,999	176	5.3%	692	6.1%	1,648	6.5%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q2

	5 Miles		10 Miles		15 Miles	
$80,000 - $89,999	180	5.4%	707	6.2%	1,752	6.9%
$90,000 - $99,999	156	4.7%	615	5.4%	1,485	5.9%
$100,000 - $125,000	368	11.1%	1,390	12.2%	3,166	12.5%
$125,000 - $149,999	426	12.8%	1,285	11.3%	2,664	10.6%
$150,000 - $199,999	514	15.4%	1,708	15.0%	3,323	13.2%
$200,000 - $249,999	212	6.4%	476	4.2%	923	3.7%
$250,000 - $499,999	91	2.7%	204	1.8%	398	1.6%
$500,000+	76	2.3%	170	1.5%	328	1.3%
Income (2028 Projected)						
Per Capita Income	$62,157	---	$56,757	---	$50,029	---
Average Household Income	$160,959	---	$145,942	---	$129,218	---
Median Household Income	$143,916	---	$132,815	---	$114,270	---
Education (2023)						
Less than 9th Grade	23	0.4%	310	1.4%	989	2.1%
Some High School	170	2.7%	1,158	5.4%	2,779	5.8%
High School Grad	1,820	28.9%	6,844	31.7%	14,895	31.2%
Some College	1,325	21.0%	4,844	22.4%	10,047	21.0%
Associate Degree	466	7.4%	1,656	7.7%	4,011	8.4%
Bachelors Degree	1,676	26.6%	4,623	21.4%	9,832	20.6%
Masters Degree	725	11.5%	1,784	8.3%	4,010	8.4%
Doctorate or Professional Degree	98	1.6%	387	1.8%	1,245	2.6%
Population by Race/Ethnicity (2023)						
Race Excluding Hispanic Ethnic Group						
White	6,531	75.8%	21,614	74.0%	47,338	72.7%
Black	1,305	15.1%	4,548	15.6%	11,020	16.9%
Asian	100	1.2%	261	0.9%	676	1.0%
Other	679	7.9%	2,794	9.6%	6,038	9.3%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	6,469	75.1%	21,389	73.2%	46,818	71.9%
Hispanic	267	3.1%	839	2.9%	2,236	3.4%
Black, Non-Hispanic	1,293	15.0%	4,518	15.5%	10,930	16.8%
Asian, Non-Hispanic	100	1.2%	257	0.9%	667	1.0%
Other, Non-Hispanic	486	5.6%	2,214	7.6%	4,420	6.8%

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Population by Race/Ethnicity (2028 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	6,918	80.3%	21,688	74.2%	46,923	72.1%
Hispanic	340	3.9%	956	3.3%	3,111	4.8%
Black, Non-Hispanic	1,424	16.5%	4,777	16.4%	11,417	17.5%
Asian, Non-Hispanic	135	1.6%	330	1.1%	838	1.3%
Other, Non-Hispanic	641	7.4%	2,735	9.4%	5,578	8.6%
Language at Home (2023)						
Spanish	190	2.3%	529	1.9%	1,079	1.7%
Asian/Pacific Language	71	0.9%	190	0.7%	521	0.8%
European/Indo-European	48	0.6%	184	0.7%	590	1.0%
Arabic	20	0.2%	36	0.1%	37	0.1%
Other Non-English	26	0.3%	52	0.2%	97	0.2%
Family Structure (2023)						
Male Householder, No Children	66	2.4%	211	2.3%	460	2.3%
Female Householder, No Children	139	5.0%	629	6.9%	1,511	7.5%
Single Parent - Male	22	0.8%	212	2.3%	406	2.0%
Single Parent - Female	68	2.4%	328	3.6%	801	4.0%
Married w/ Children	1,090	39.1%	2,613	28.5%	5,324	26.5%
Married w/out Children	1,365	48.9%	4,806	52.5%	10,564	52.6%
Non-family Households	41	1.5%	363	4.0%	1,025	5.1%
Household Size (2023)						
1 Person	537	16.1%	2,212	19.5%	5,155	20.4%
2 Persons	1,419	42.7%	4,595	40.4%	9,910	39.3%
3 Persons	583	17.5%	2,031	17.9%	4,417	17.5%
4 Persons	457	13.7%	1,473	13.0%	3,406	13.5%
5 Persons	200	6.0%	657	5.8%	1,505	6.0%
6 Persons	84	2.5%	251	2.2%	526	2.1%
7+ Persons	47	1.4%	152	1.3%	328	1.3%

Demographics around 6215 Chesapeake Circle, New Kent, Virginia 23124, United States

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	5 Miles		10 Miles		15 Miles	
Housing (2023)						
Owner-Occupied	2,984	86.1%	10,007	83.2%	21,555	80.5%
Renter-Occupied	343	9.9%	1,366	11.4%	3,692	13.8%
Vacant	139	4.0%	651	5.4%	1,535	5.7%
Components of Change (2023)						
Births	76	0.9%	268	0.9%	613	0.9%
Deaths	96	1.1%	334	1.1%	737	1.1%
Migration	512	5.9%	1,120	3.8%	1,486	2.3%
Other Population (2023)						
Seasonal Population	35	---	117	---	222	---
Transient Population	0	---	0	---	52	---
Group Quarters Population	7	---	233	---	613	---
Institutionalized	2	---	216	---	577	---
College	0	---	0	---	0	---
Military	0	---	0	---	0	---
Other	5	---	17	---	36	---
Home Value (2023)						
Median Home Value	$484,182	---	$456,265	---	$448,559	---
Average Home Value	$453,013	---	$406,199	---	$392,315	---
Under $20,000	2	0.1%	35	0.3%	91	0.4%
$20,000 to $40,000	19	0.6%	101	1.0%	149	0.7%
$40,000 to $60,000	3	0.1%	30	0.3%	55	0.3%
$60,000 to $80,000	9	0.3%	70	0.7%	128	0.6%
$80,000 to $100,000	67	2.2%	167	1.7%	224	1.0%
$100,000 to $125,000	24	0.8%	115	1.2%	268	1.2%
$125,000 to $150,000	5	0.2%	143	1.4%	297	1.4%
$150,000 to $200,000	82	2.7%	435	4.4%	863	4.0%
$200,000 to $250,000	120	4.0%	759	7.6%	1,842	8.5%
$250,000 to $300,000	178	5.9%	874	8.7%	2,362	11.0%
$300,000 to $400,000	613	20.6%	2,219	22.2%	5,074	23.5%
$400,000 to $500,000	690	23.1%	2,014	20.1%	4,048	18.8%
$500,000 to $750,000	922	30.9%	2,092	20.9%	4,183	19.4%
$750,000 to $1,000,000	165	5.5%	433	4.3%	1,039	4.8%
$1,000,000 or more	82	2.8%	449	4.5%	754	3.5%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q2

	5 Miles		10 Miles		15 Miles	
Vehicles Per Household (2023)						
No Vehicle	60	1.8%	254	2.2%	725	2.9%
1 Vehicle	464	13.9%	1,733	15.2%	4,419	17.5%
2 Vehicles	1,358	40.8%	3,951	34.7%	8,874	35.1%
3 Vehicles	894	26.9%	2,911	25.6%	6,385	25.3%
4 Vehicles	404	12.1%	1,577	13.9%	3,091	12.2%
5 or more Vehicles	148	4.4%	947	8.3%	1,753	6.9%
Economic Indicators (2023)						
Gross Domestic Product (GDP) - in 1,000s	$829,453	---	$2,599,359	---	$5,131,966	---
Economic Viability	221	---	221	---	219	---
Economic Viability, Indexed	221	---	221	---	219	---
Average Salary	$54,492	---	$50,968	---	$49,620	---
Average Mortgage-Risk	3.62	---	3.49	---	3.46	---
Businesses (2023)						
Establishments	193	---	666	---	1,404	---
Employees (FTEs)	1,794	---	5,202	---	12,655	---
Employment, Pop 16+ (2023)	7,097		24,175		53,798	
Armed Forces	54	0.8%	137	0.6%	327	0.6%
Civilian	4,452	62.7%	15,484	64.0%	34,779	64.6%
Employed	4,346	61.2%	14,985	62.0%	33,560	62.4%
Unemployed	107	1.5%	499	2.1%	1,220	2.3%
Not in Labor Force	2,645	37.3%	8,691	36.0%	19,019	35.4%
Unemployment Rate (2023)		2.4%		3.2%		3.5%
Employment by Industry (2023)						
Agriculture, Mining and Construction	589	13.5%	1,952	13.0%	3,831	11.4%
Manufacturing	355	8.2%	1,334	8.9%	3,272	9.7%
Transportation	275	6.3%	984	6.6%	2,141	6.4%
Information	40	0.9%	97	0.7%	227	0.7%

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Wholesale-Retail	593	13.6%	1,909	12.7%	4,349	13.0%
Finance, Insurance, and Real Estate	260	6.0%	1,029	6.9%	2,278	6.8%
Professional Services	419	9.6%	1,250	8.3%	2,730	8.1%
Management Services	0	0.0%	23	0.2%	73	0.2%
Administration and Waste Services	208	4.8%	736	4.9%	1,397	4.2%
Educational Services	847	19.5%	2,846	19.0%	6,458	19.2%
Entertainment Services	285	6.6%	984	6.6%	2,453	7.3%
Other Professional Services	66	1.5%	626	4.2%	1,710	5.1%
Public Administration	408	9.4%	1,214	8.1%	2,642	7.9%
Employment by Occupation (2023)	---		---		---	
White Collar						
Managerial and Executive	1,239	28.5%	3,170	21.2%	6,241	18.6%
Professional Specialty	854	19.7%	3,328	22.2%	7,677	22.9%
Healthcare and Support	86	2.0%	190	1.3%	414	1.2%
Sales	497	11.4%	1,500	10.0%	3,405	10.1%
Office and Administration	381	8.8%	1,682	11.2%	3,683	11.0%
Blue Collar						
Protective Services	89	2.1%	427	2.9%	1,139	3.4%
Food Preparation and Serving	183	4.2%	553	3.7%	1,122	3.3%
Building Maintenance and Cleaning	72	1.7%	419	2.8%	1,073	3.2%
Personal Care Services	31	0.7%	262	1.7%	832	2.5%
Farming, Fishing & Forestry	22	0.5%	61	0.4%	119	0.4%
Construction	599	13.8%	1,801	12.0%	3,916	11.7%
Production & Transportation	293	6.7%	1,590	10.6%	3,940	11.7%
School Enrollment (2023)						
Nursery School/Pre-school	184	2.1%	324	1.1%	735	1.1%
Kindergarten/Elementary School	1,010	11.7%	2,960	10.1%	6,511	10.0%
High School	500	5.8%	1,484	5.1%	3,106	4.8%
College/Graduate/Professional School	442	5.1%	1,534	5.3%	3,246	5.0%
Not Enrolled	6,480	75.2%	22,915	78.4%	51,473	79.1%

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	5 Miles		10 Miles		15 Miles	
Travel Time to Work						
Less than 10 minutes	189	6.1%	836	6.7%	1,816	6.4%
10 to 14 minutes	131	4.2%	618	5.0%	1,672	5.9%
15 to 19 minutes	216	7.0%	873	7.0%	2,701	9.6%
20 to 24 minutes	262	8.5%	1,366	11.0%	3,559	12.6%
25 to 29 minutes	176	5.7%	853	6.9%	2,174	7.7%
30 to 34 minutes	732	23.8%	2,786	22.5%	5,432	19.2%
35 to 44 minutes	462	15.0%	1,794	14.5%	4,043	14.3%
45 to 59 minutes	662	21.5%	2,393	19.3%	4,694	16.6%
60 or more minutes	249	8.1%	887	7.2%	2,176	7.7%
Average travel time to work in minutes	19.0	---	23.0	---	22.2	---
Population by LandScape Segment						
A1: Empire Builders	0	0.00%	0	0.00%	0	0.00%
A2: Grand Masters	0	0.00%	0	0.00%	0	0.00%
A3: Marquis Class	0	0.00%	0	0.00%	0	0.00%
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	0	0.00%	0	0.00%	0	0.00%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	0	0.00%	0	0.00%	0	0.00%
B3: Kindred Spirit	0	0.00%	0	0.00%	0	0.00%
B4: Middle of the Road	0	0.00%	0	0.00%	210	0.33%
B5: White Collar Starts	0	0.00%	0	0.00%	0	0.00%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	0	0.00%	0	0.00%	872	1.36%
C2: Managing Business	0	0.00%	478	1.68%	1,959	3.06%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	0	0.00%	0	0.00%	411	0.64%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	0	0.00%	0	0.00%	712	1.11%
D2: Fall Years	29	0.35%	1,212	4.26%	1,791	2.79%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	0	0.00%	46	0.16%	2,969	4.63%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q2

	5 Miles		10 Miles		15 Miles	
E2: Wizards	467	5.68%	1,304	4.59%	4,493	7.01%
E3: Apprentices	0	0.00%	0	0.00%	0	0.00%
F1: Hard Act to Follow	0	0.00%	0	0.00%	516	0.81%
F2: SM Seeks SF	0	0.00%	0	0.00%	0	0.00%
F3: Solo Acts	0	0.00%	0	0.00%	263	0.41%
F4: Down But Not Out	123	1.49%	2,615	9.20%	5,010	7.82%
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%	0	0.00%	0	0.00%
H3: Hard Hats/Hair Nets	0	0.00%	0	0.00%	0	0.00%
I1: Bonds and Babies	0	0.00%	0	0.00%	0	0.00%
I2: Great Generations	0	0.00%	0	0.00%	0	0.00%
I3: Couples with Capital	0	0.00%	0	0.00%	0	0.00%
I4: Kith and Kin	0	0.00%	0	0.00%	0	0.00%
I5: Sublime Suburbia	0	0.00%	0	0.00%	0	0.00%
J1: Stocks and Scholars	0	0.00%	0	0.00%	0	0.00%
J2: Marmalade & Money	0	0.00%	0	0.00%	0	0.00%
J3: Stately Suburbs	0	0.00%	0	0.00%	0	0.00%
K1: Country Villas	975	11.85%	2,259	7.95%	2,259	3.52%
K2: Pastoral Vistas	740	8.99%	2,593	9.12%	8,009	12.50%
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	3,160	38.39%	8,840	31.10%	17,153	26.76%
L2: Fertile Acres	2,531	30.75%	5,986	21.06%	9,389	14.65%
L3: Bread Basket	0	0.00%	0	0.00%	0	0.00%
L4: Farmers Circle	113	1.38%	788	2.77%	1,178	1.84%
L5: Crops and Tractors	0	0.00%	0	0.00%	0	0.00%
M1: Harlem Gentry	0	0.00%	0	0.00%	1,030	1.61%
M2: East Side	0	0.00%	0	0.00%	0	0.00%
M3: Upper East Side	0	0.00%	0	0.00%	0	0.00%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 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	64	0.78%	1,065	3.75%	2,172	3.39%
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%	0	0.00%	0	0.00%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	29	0.35%	1,238	4.35%	3,694	5.76%
O7: Collegians	0	0.00%	0	0.00%	0	0.00%

Weekly Consumer Spending Patterns		Per Household		Per Household		Per Household
Alcoholic beverages	$39,789	$11.96	$131,385	$11.55	$289,425	$11.46
Total Apparel and services	$92,761	$27.88	$310,664	$27.32	$686,838	$27.20
Cash contributions	$164,821	$49.54	$559,363	$49.18	$1,231,798	$48.79
Total Education	$57,068	$17.15	$189,191	$16.64	$415,098	$16.44
Total Entertainment	$181,589	$54.58	$597,916	$52.57	$1,319,255	$52.25
Total Food	$561,182	$168.67	$1,866,621	$164.13	$4,128,750	$163.53
Total Health care	$330,044	$99.20	$1,109,444	$97.55	$2,458,096	$97.36
Total Housing	$847,844	$254.82	$2,809,981	$247.08	$6,216,199	$246.21
Total Personal care products and services	$50,059	$15.05	$166,970	$14.68	$369,178	$14.62
Personal insurance	$34,217	$10.28	$114,692	$10.08	$251,748	$9.97
Total Reading	$5,054	$1.52	$16,984	$1.49	$37,366	$1.48
Total Tobacco products and smoking supplies	$22,340	$6.71	$75,292	$6.62	$168,375	$6.67
Total Transportation	$719,511	$216.25	$2,411,579	$212.05	$5,337,331	$211.40
Cash gifts	$39,166	$11.77	$135,608	$11.92	$301,806	$11.95

Demographics around 6215 Chesapeake Circle, New Kent, Virginia 23124, United States

LandScape Descriptions (Trade Area 1 Only)

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.

L2: Fertile Acres

Fertile Acres are most likely home to many farmers working the land - and doing it well, based on their basic statistics. These rural Working With Nature areas show nearly two- times- the- average level of people in the farming/fishing/forestry occupational category. Combine that with a 50- percent- above- average level of income generated from self- employment and a median salary range in the $50,000s and $60,000s, and you've got yourself a group of hard- working country folks who are living very comfortably out in the country. These land tillers are predominately married, but tend to have fewer children than average. This could speak to the fact that the residents in these areas are starting to age: They have a 25- percent- above- average level of 65- plus- year- olds. This correlates to a similar ranking in retirement/social security income. But they don't just labor for their daily bread, these areas also rank about 25- percent- above- average in interest income. While there is some level of college education among these residents, they are more likely to have high- school degrees.

K1: Country Villas

If you're single and looking for a partner, don't drive out to Country Villas rural neighborhoods: They are overridingly home to married couples. These residents share demographics that make them perfect partners in living the good life in the country. Residents in these Living With Nature areas are predominately in their 30s, college- educated, employed in white- collar management and other professions, rather than the more common blue- collar rural occupations. What's more, Country Villas' residents are members of one of the highest- income levels in rural environs - the $70,000s and $80,000s. With all of this going for them, living must really be good in their sparsely populated areas. But that's not all of their advantages: Country Villas also rank high in entrepreneurs earning self- employment income (50- percent- higher- than- average) and smart investors earning nearly the same level of interest/dividend income. These good income levels are helping to support a slightly above- average number of children, especially ages six to 17.

K2: Pastoral Vistas

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.

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.

L4: Farmers Circle

Three- times- the- national- average of people living in Farmers Circle rural segments are employed in the farming, fishing, and forestry industries - or were, in there younger days! While this segment, like its fellow Working With Nature sectors, has a median age in the 40s, this area has a growing number of 65- plus- year- olds: The current calculation is well over a 25- percent- higher- than- average ranking. This aging demographic explains other dominant characteristics of Farmers Circle residents, including a nearly 25- percent- higher- than- average number of widows/widowers and a similar high- level of social security/retirement income. Overall, these folks are married with either no kids or a few teenagers under foot. That's good, because their modest incomes, which range from high- $30,000s to the $40,000s, will stretch farther. This group also has a lower- level of interest/income than other segments in the Working With Nature category. Besides farmers, Farmers Circle areas are also inhabited by a higher- than- average level of people working in construction, repair services, production, and transportation.

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).

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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.

O5: Centurions

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 commonalties 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.

O4: Doublewides

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 were 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 Americas, 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.