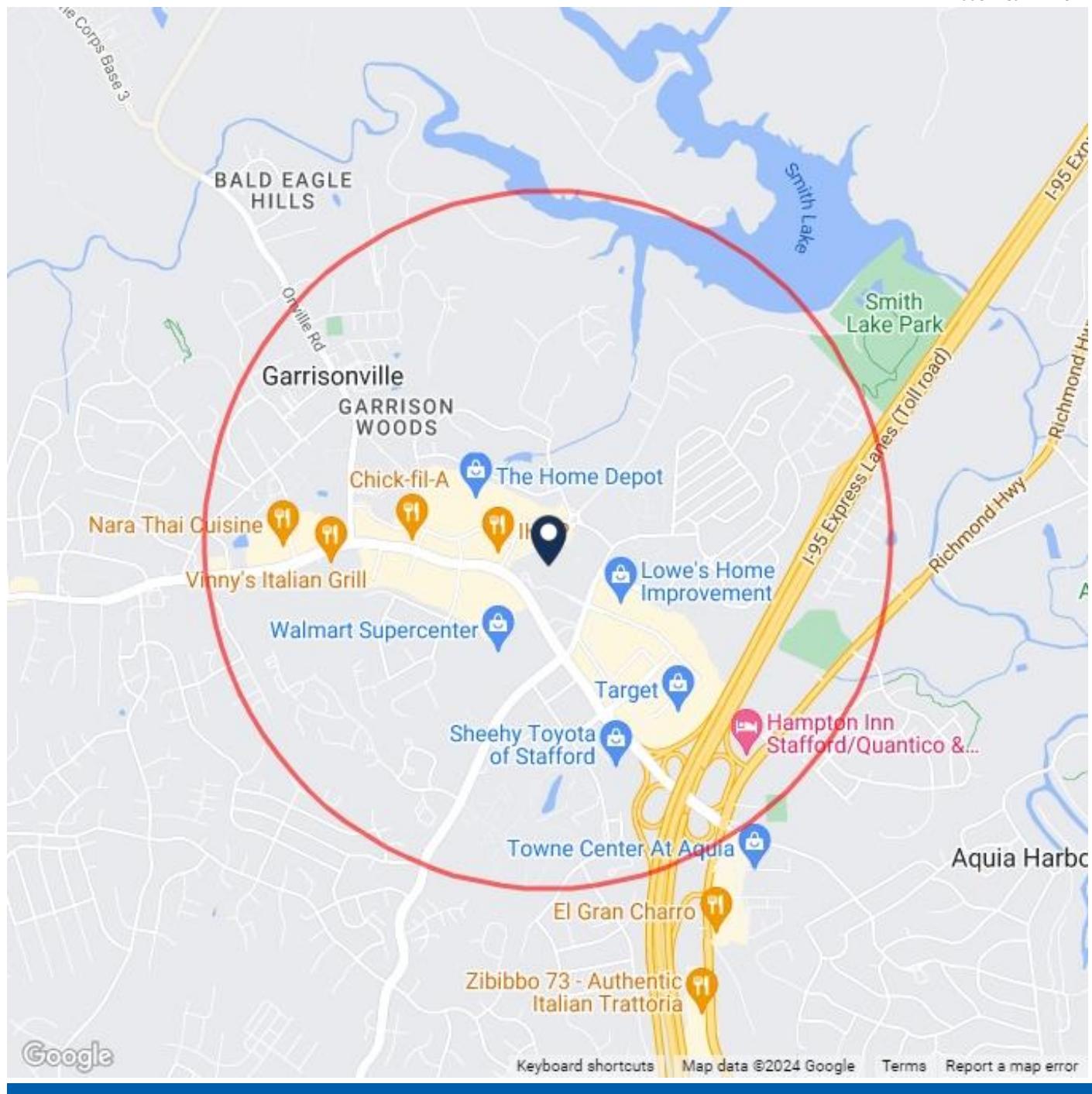


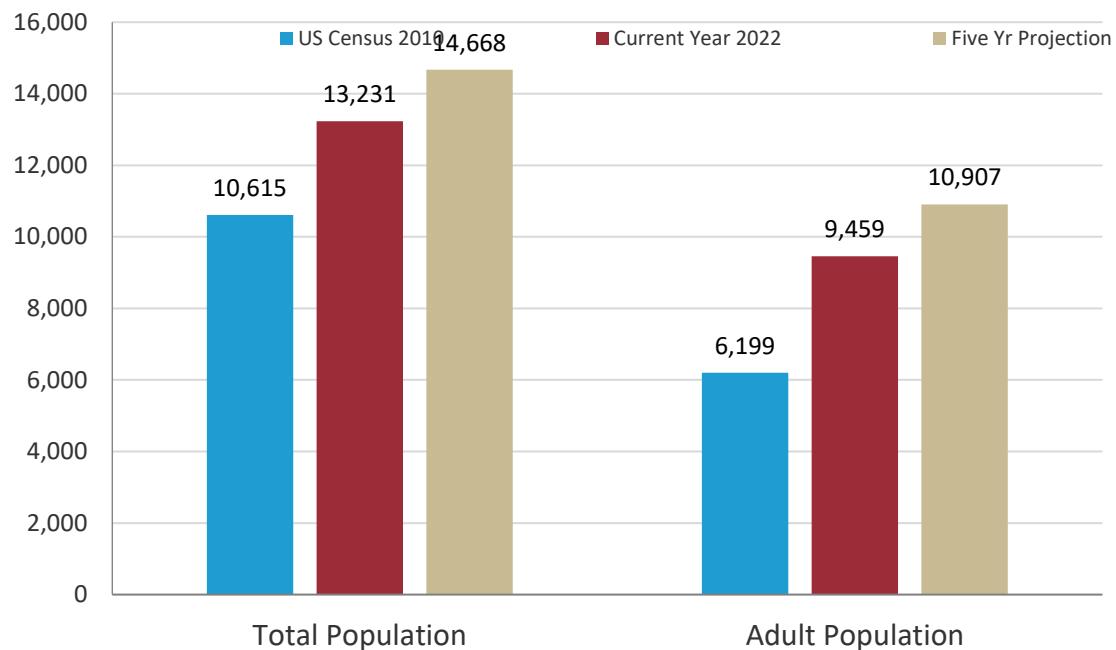
## Demographics for 70 Doc Stone Rd, Stafford, Virginia 22556, United States

Trade Area: 1 Mile

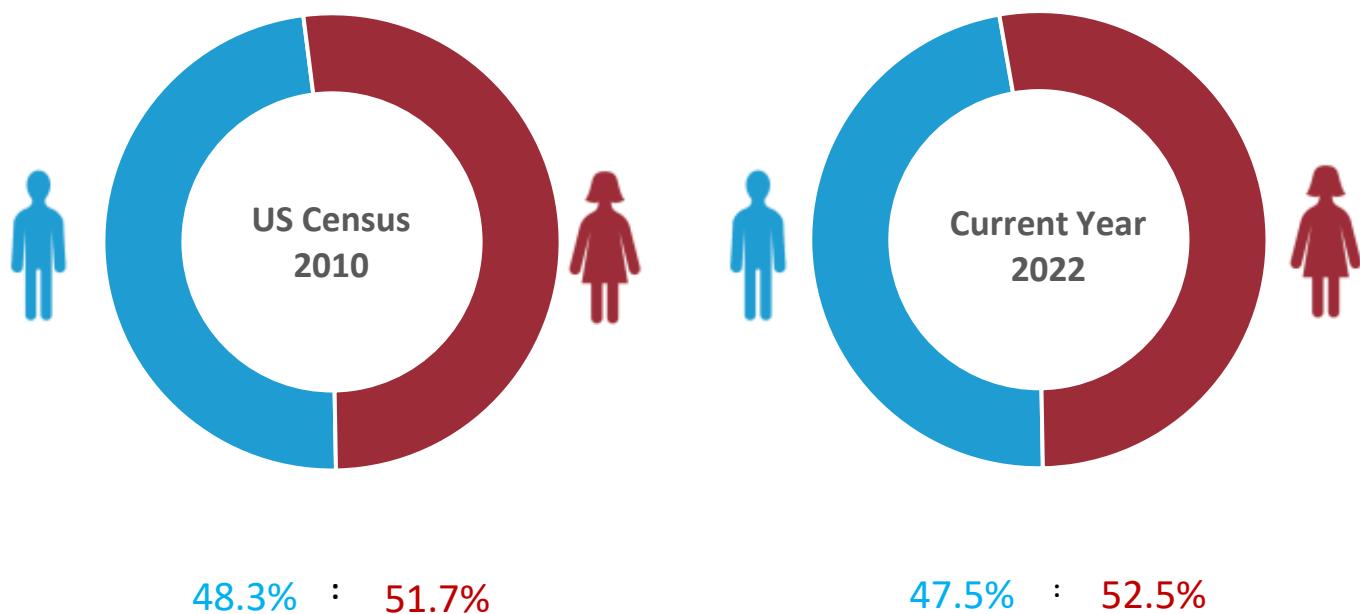


# Population Charts

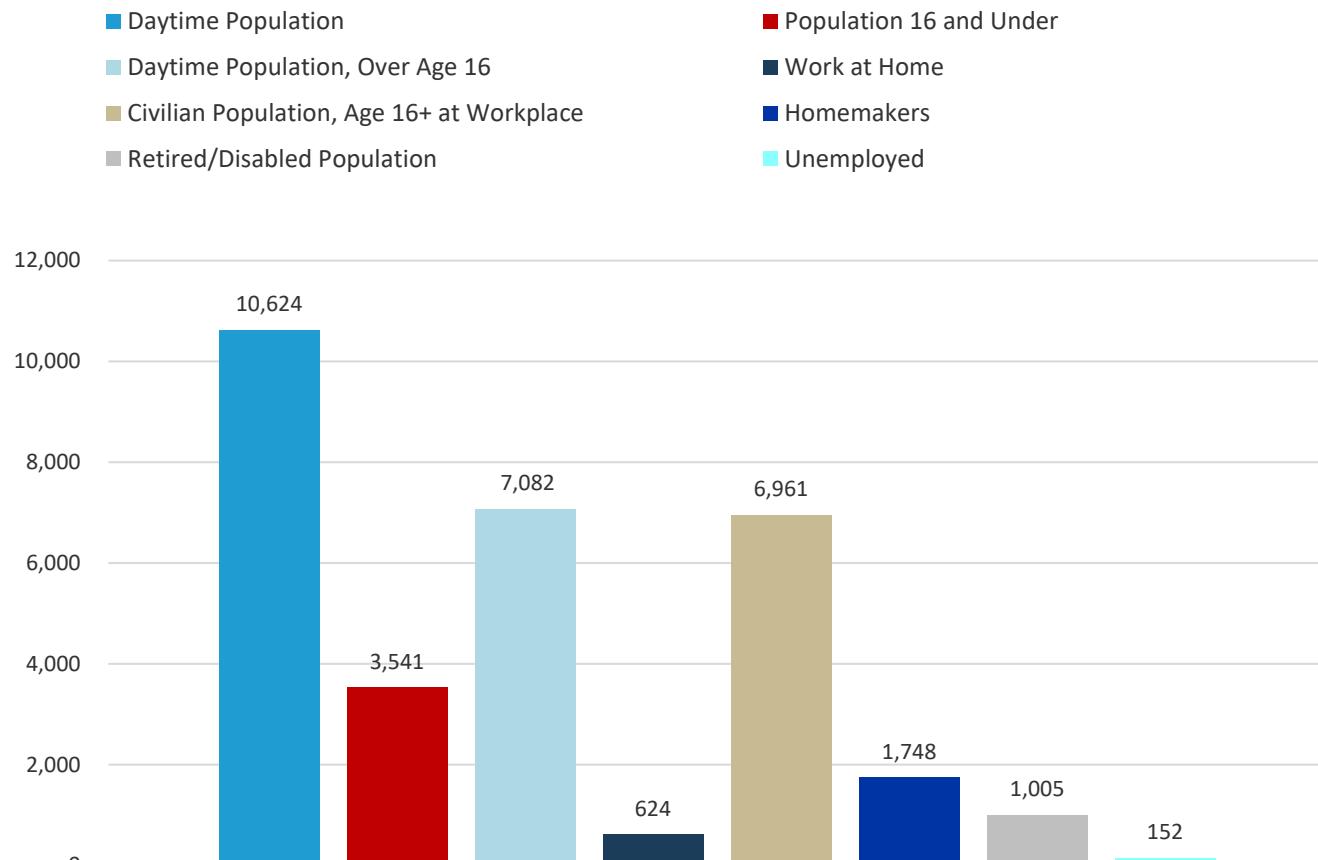
## Population



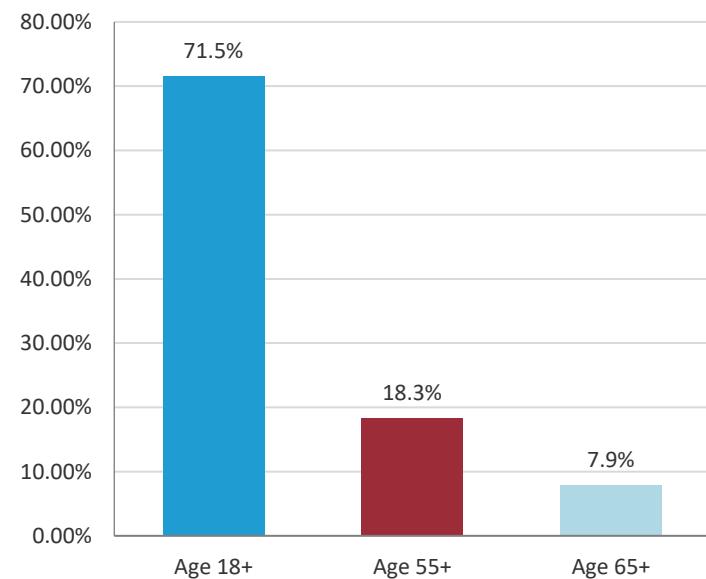
## Female/Male Ratio



## Daytime Population



## Age



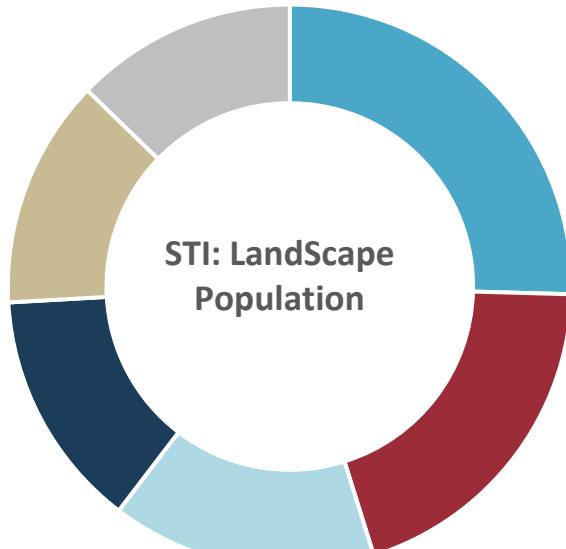
### Median Age, Total

**32.9**

### Age Demographics

71.49%	Age 18+
18.32%	Age 55+
7.88%	Age 65+

## Population STI: LandScape (Current Year)



### Top Six Segments:

- 6.7% Doublewides (O4)
- 5.2% Educated Earners (H1)
- 4.0% Black Gentry (M1)
- 3.6% Apprentices (E3)
- 3.4% Charmed Life (B1)
- 3.3% American Knights (A4)

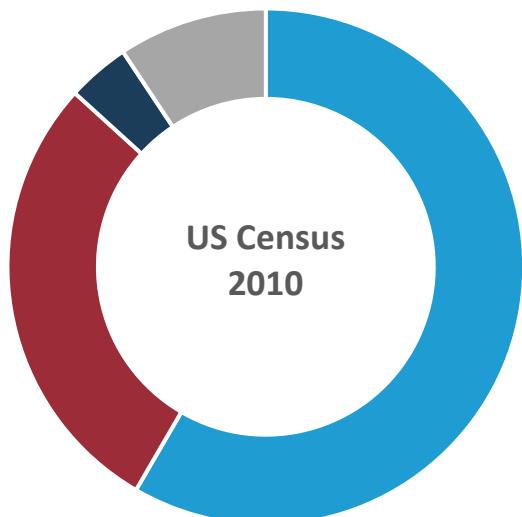
### Other top segments:

- 3.1% Kindred Spirit (B3)
- 2.2% Sitting Pretty (B2)
- 0.0% Collegians (O7)
- 0.4% Urban Moms/Dads (G1)
- 0.4% Couples with Capital (I3)
- 0.3% White Collar Starts (B5)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Educated Earners (H1)	\$52K	34.6	Suburban	Single	Diverse	Some Children	Bachelor's Degree	White Collar
Black Gentry (M1)	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Apprentices (E3)	\$78K	36.4	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Charmed Life (B1)	\$76K	35.7	Urban	Married	White	Families	College/Trade	White Collar
American Knights (A4)	\$99K	36.2	Urban	Married	White	Families	Bachelor's Plus	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trade	White Collar
Sitting Pretty (B2)	\$70K	35.4	Urban	Married	White	Some Children	College/Trade	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Urban Moms/Dads (G1)	\$33K	34.6	Urban	Single	Diverse	Families	High School	Blue Collar
Couples with Capital (I3)	\$96K	42.4	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
White Collar Starts (B5)	\$43K	33.1	Urban	Married	White, Hispanic	Some Children	Some College	White Collar

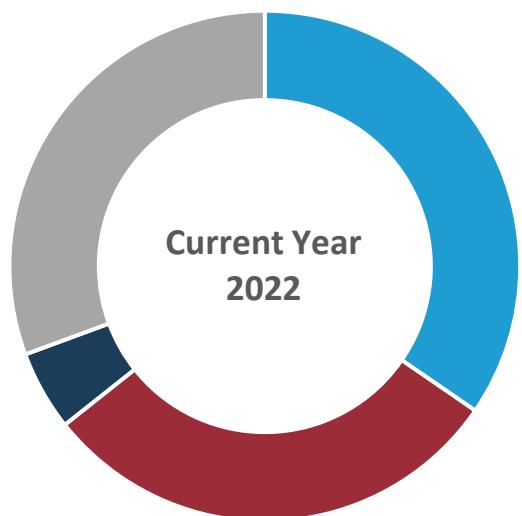
Please refer to the end of this report for full descriptions.

## Ethnicity (Not Hispanic/Latino)



### 2010 US Census (Not Hispanic/Latino)

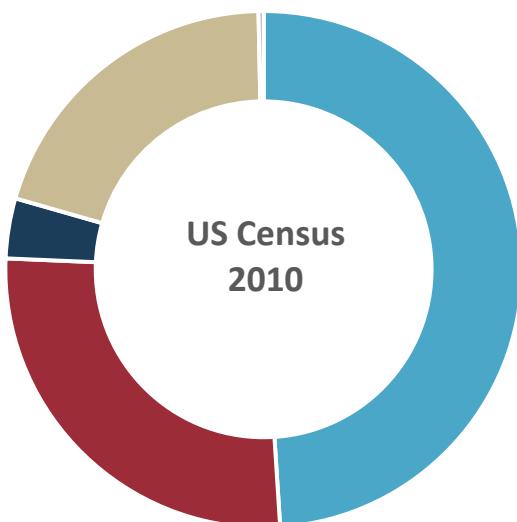
- 54.63% White
- 26.54% Black
- 3.67% Asian
- 8.73% Other



### Current Year (Not Hispanic/Latino)

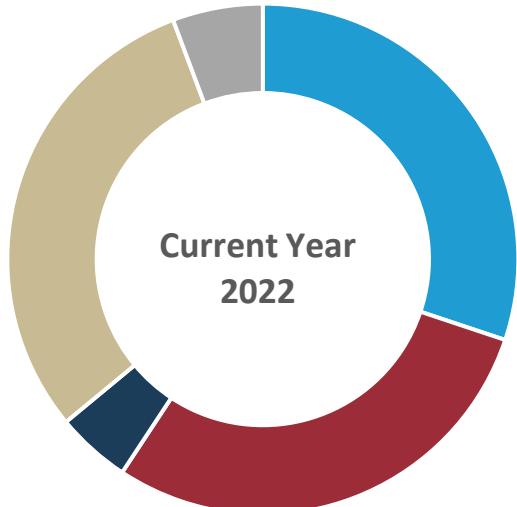
- 34.58% White
- 29.75% Black
- 5.05% Asian
- 30.62% Other

## Ethnicity (Hispanic/Latino)



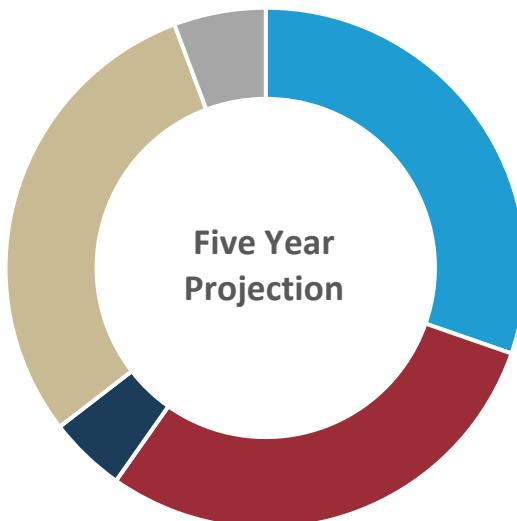
### 2010 US Census (Hispanic/Latino)

- 46.79% White
- 25.50% Black
- 3.59% Asian
- 19.34% Hispanic
- 0.30% Other



### Current Year (Hispanic/Latino)

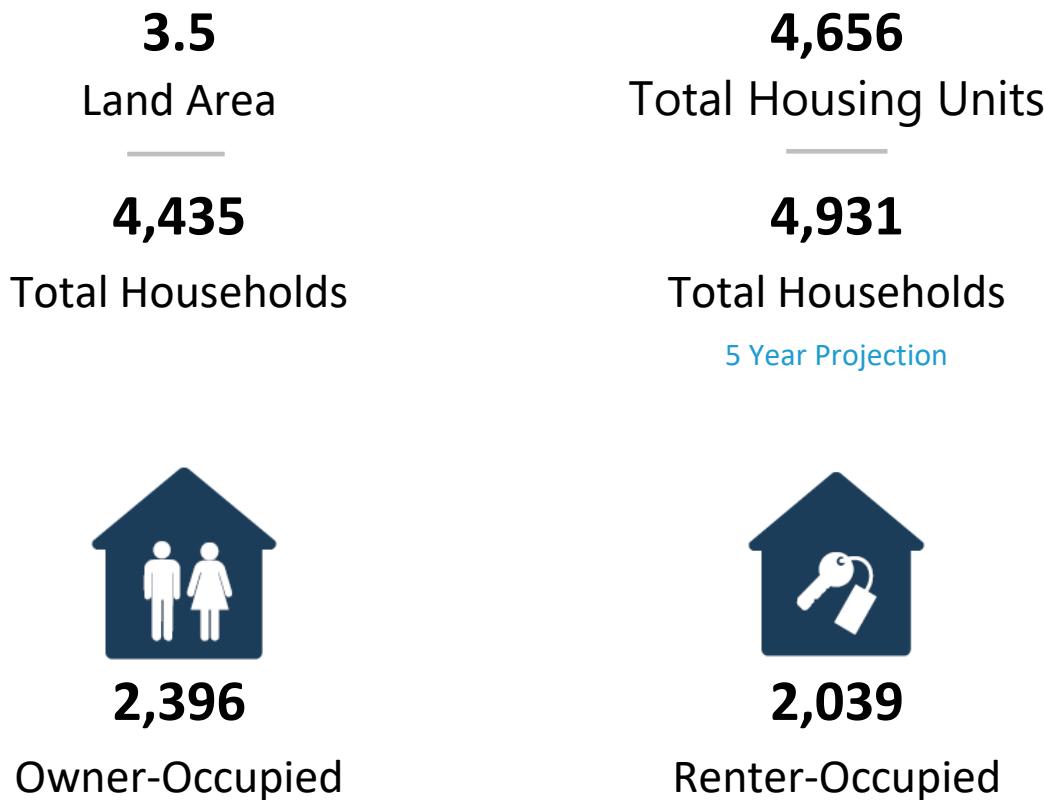
- 30.12% White
- 29.15% Black
- 4.72% Asian
- 30.29% Hispanic
- 5.71% Other



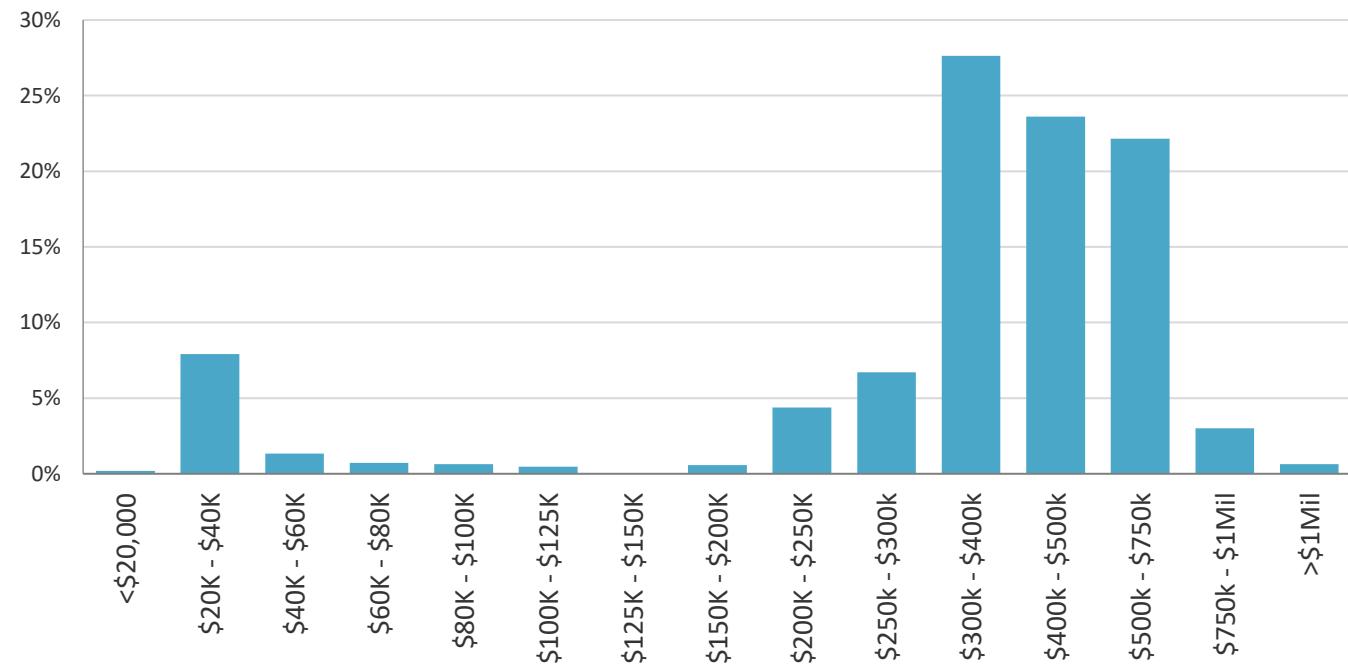
### Five Year Projection (Hispanic/Latino)

- 30.33% White
- 29.43% Black
- 4.79% Asian
- 29.74% Hispanic
- 5.71% Other

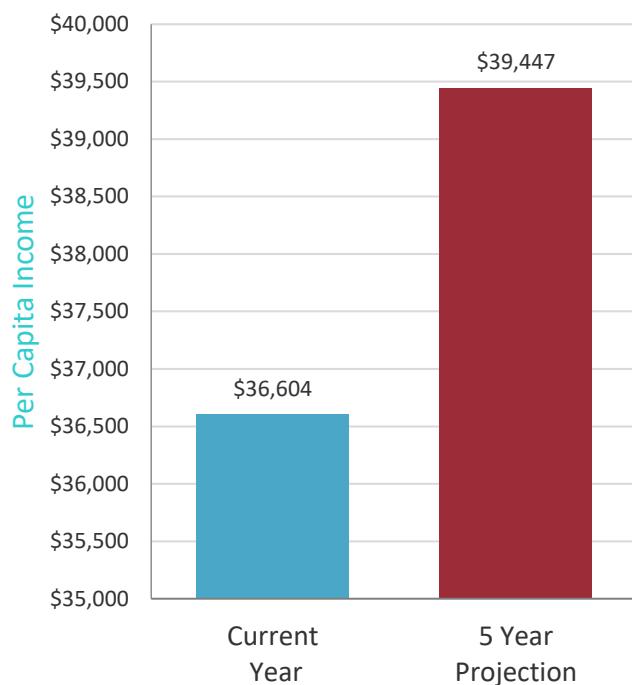
## Housing & Households



## Housing Value (Current Year)



## Income



Average Household Income

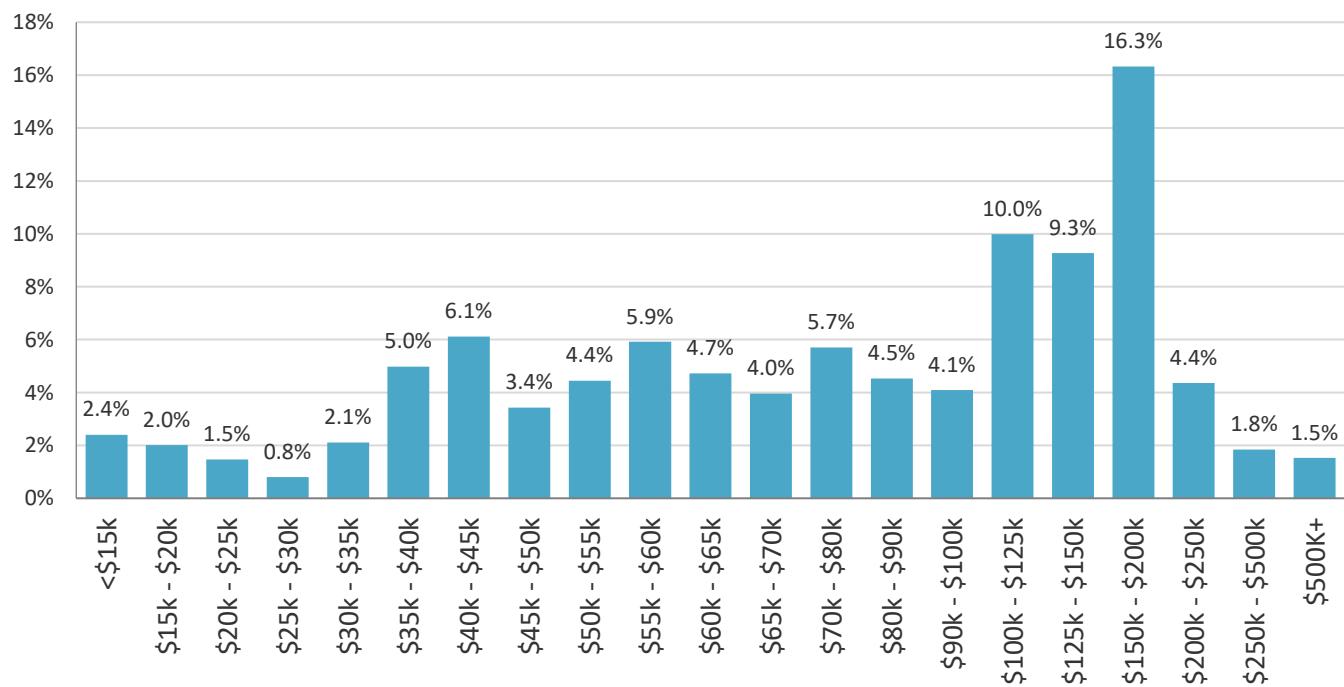
**\$109,191**

Median Household Income

**\$86,364**

Based on Total Population

## Households by Income (Current Year)



## Education (Current Year)

### Education



**4,417**

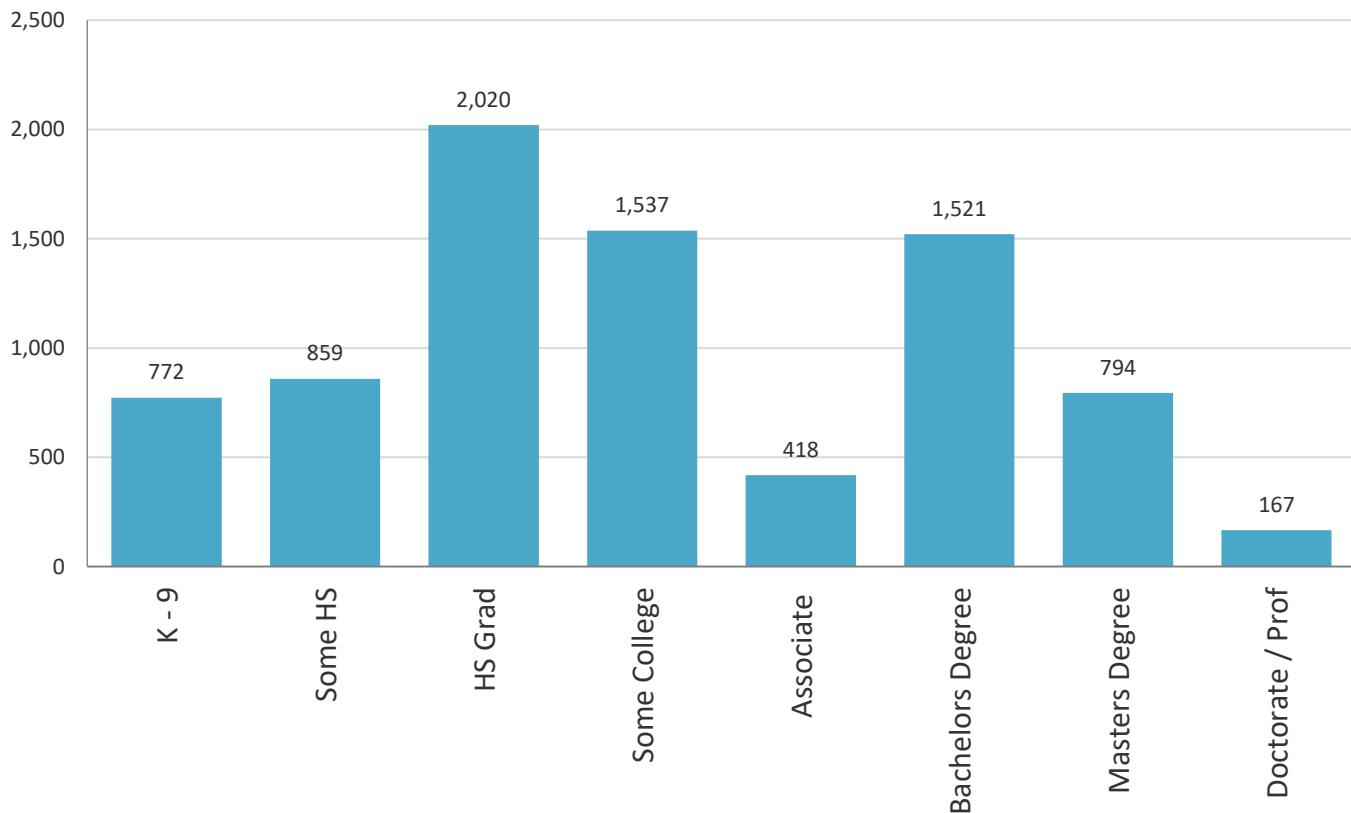
College undergraduate



**1,211**

Graduate or prof degree

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



## Employment and Occupation

### Employment and Occupation

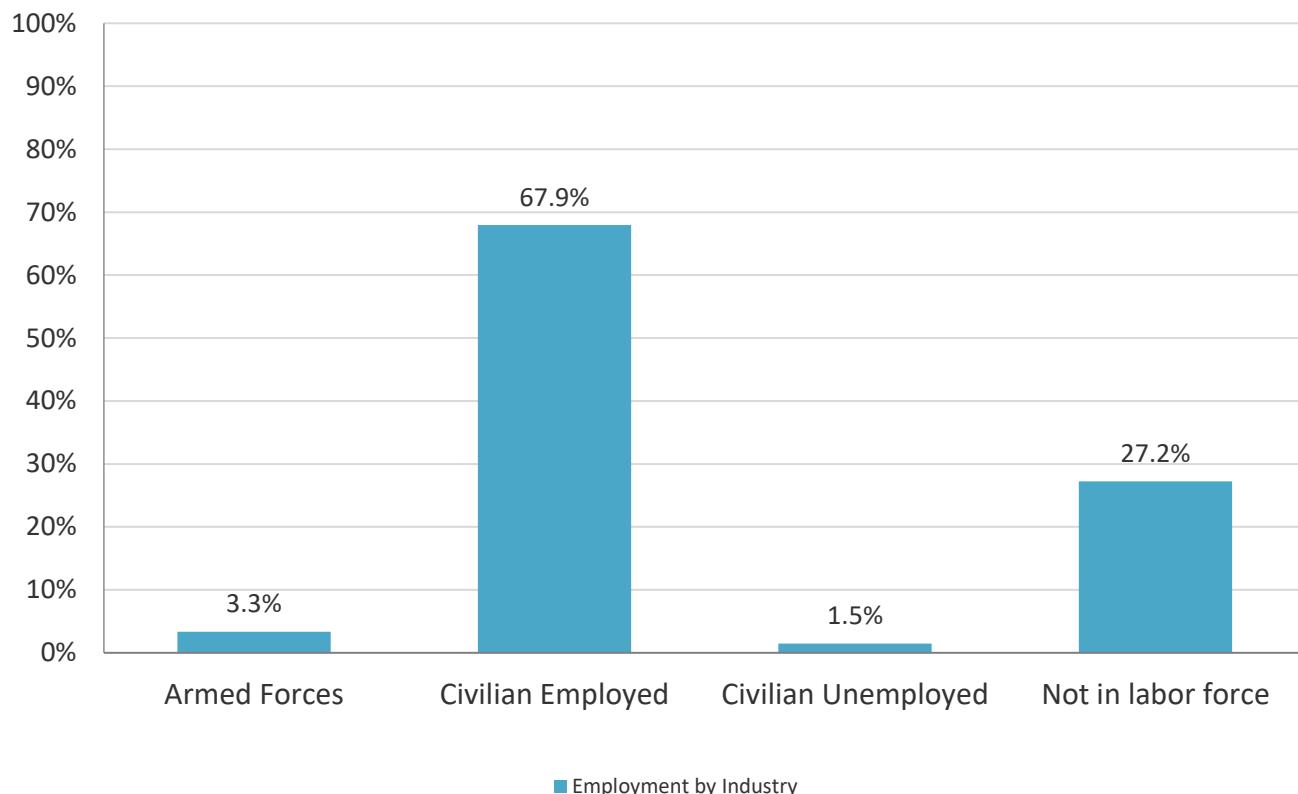
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



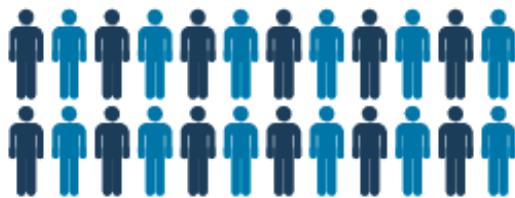
**9,903**

Current Year

### Employment by Industry



## Transportation to Work (Current Year)



**6,099**

Total Workers 16+



**5,522**

Car, Truck or Van



**187**

Public transport (not taxi)



**260**

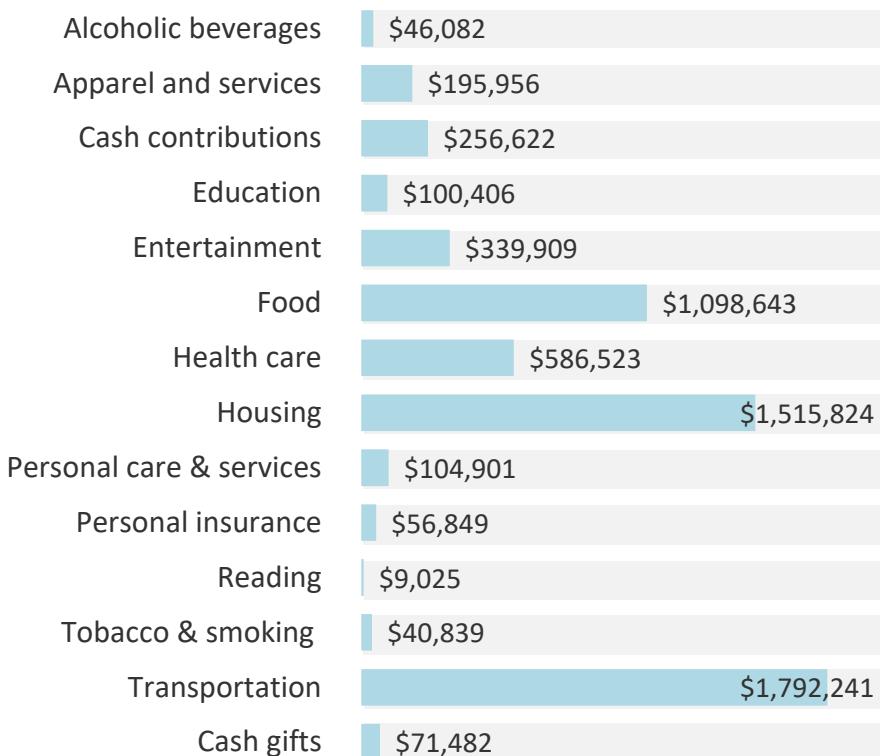
Worked at home

## Travel Time to Work (Current Year)



# Consumer Expenditures (Current Year)

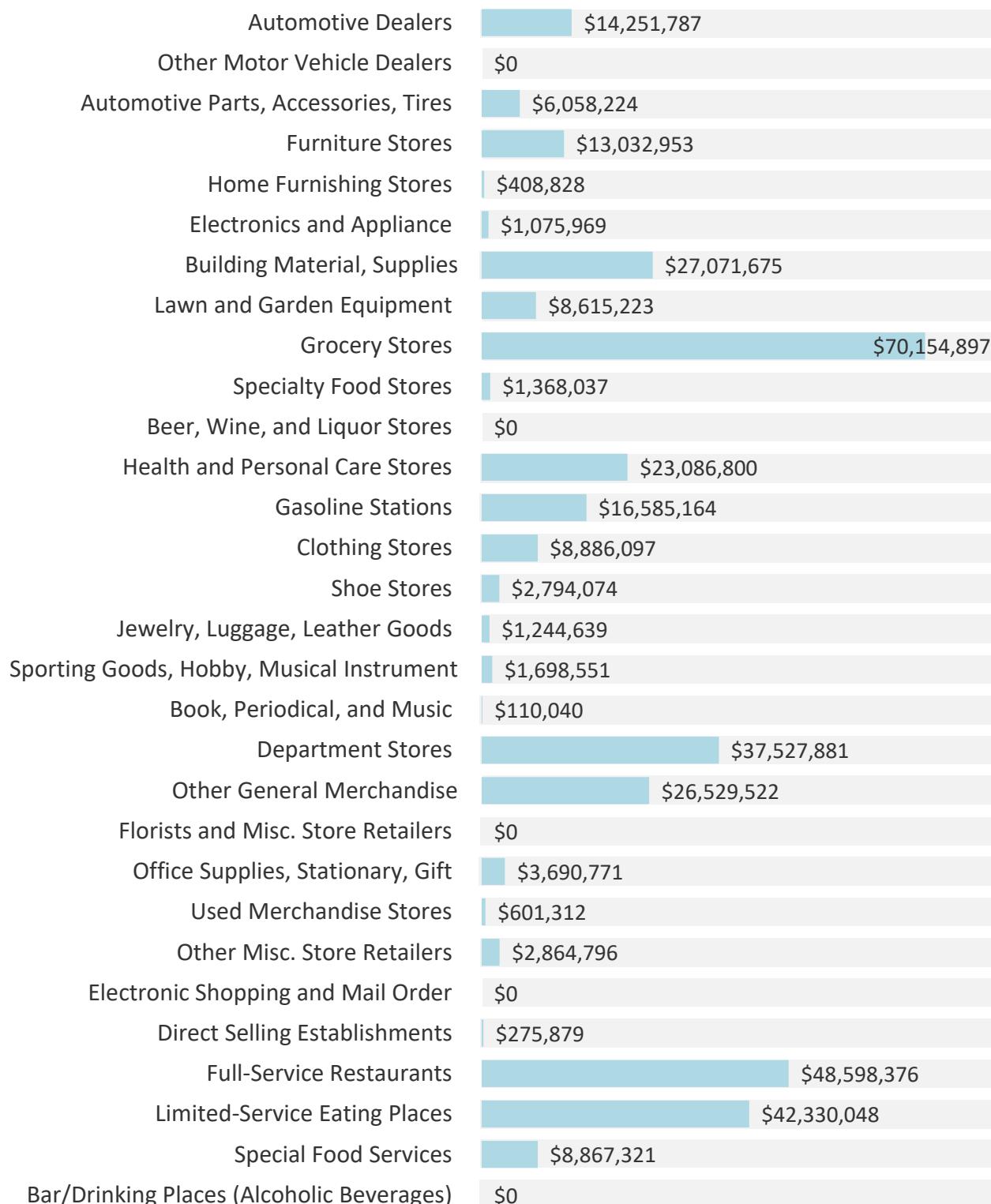
## Consumer Expenditures



## Business Summary by NAICS Code

	Agriculture, Forestry, Fishing and Hunting	<b>22</b>	Real Estate, Rental and Leasing
	Mining, Quarrying, Oil and Gas Extraction	<b>36</b>	Professional, Scientific, and Technical Services
<b>1</b>	Utilities	<b>2</b>	Management of Companies and Enterprises
<b>19</b>	Construction	<b>3</b>	Administrative and Support Services
<b>9</b>	Manufacturing	<b>13</b>	Educational Services
<b>2</b>	Wholesale Trade	<b>125</b>	Health Care and Social Assistance
<b>67</b>	Retail Trade	<b>14</b>	Arts, Entertainment, and Recreation
<b>3</b>	Transportation and Warehousing	<b>50</b>	Accommodation and Food Services
<b>5</b>	Information	<b>56</b>	Other Services
<b>24</b>	Finance and Insurance	<b>4</b>	Public Administration

## Retail Sales Volume



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

## **LandScape Segment Descriptions**

### **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.

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

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

### **Black Gentry (M1)**

African Americans in the U.S. are working in a wide range of occupations, including over 31,000 physicians, nearly 34,000 lawyers, over 26,000 chief executives, and 1,500 legislators. You are likely to find many of these white- collar workers living in the highly urban Black Gentry neighborhoods. These market segments are predominately home to well- off 30- something African Americans, who are married with some children of all ages. However, they also have a 50- percent- above- average level of households with single mothers. They're median annual income range is in the \$50,000s and \$60,000s, earned largely through salaries. These segments rank the lowest among the five Black Gateway segments on income from public assistance, though they are still slightly higher- than- the- national- average on this measurement. Along with a relatively high percent of white- collar jobs, these segments also show many blue- collar workers mixed in. Across the board these areas have an average percent of high- school and a below- average standing on college- education. Two occupations have a particularly strong showing: healthcare support services and protective services (both are over 50- percent- above- average). Other areas ranking above- average are transportation, office administration, and building maintenance.

### **Apprentices (E3)**

Sharing the spotlight in the illustrious emerging single- by- choice- or- circumstance demographic are the residents of the highly urban Apprentices neighborhoods. These areas are home to the youngest residents of the Thriving Alone category. They are dominated by single people in their 20s and low- 30s without children, who are alone primarily because they've never been married. In fact, Apprentices rank at almost three- times- the- national- average in non- family households. Owing to their young age, it's too early to tell if the Apprentices' dwellers will remain single, but for now they are living the good life with incomes in the \$50,000s and \$60,000s. You can imagine this group being able to, on a whim, drop off their briefcases in their well- decorated homes and take off for a weekend at the shore or on the slopes. These overridingly college- educated segments' residents generate their income from white- collar management and professional occupations. They earn less from interest/dividends than other Thriving Alone sectors, but this will likely change as the segment matures.

### **Charmed Life (B1)**

Married. 20- to 30- something- years- old. Children of all ages. Some college education. Incomes between \$50,000 and \$60,000. White- collar jobs in management, sales, and personal care industries. Based on these fundamental demographics, it's clear that the residents of Charmed Life neighborhood segments are a cross- section of young, working Americana. It's easy to imagine these neighborhoods filled with the middle- class cars, toys, and home furnishings - all of the merchandise that helps keep commerce humming at a pleasant pace in the United States. Positioned at the high- end of the Urban Cliff Climbers category, Charmed Life areas are home to Norman Rockwell- esk family images - hard- working citizens, who are in the full swing of their children- rearing years: housing, schooling, and entertaining children ranging from babies to teenagers.

### **American Knights (A4)**

American Knights are the "youngsters" of the highly urban Creme de la Creme category of neighborhood segments. Not only is the median age range in the 20s and 30s, but also these areas have an above- average number of children below the age of six. These characteristics correlate to the higher- than- average number of married- with- children- under- 18 households. Though young, these urban neighborhoods are home to higher- than- average number of earners in white- collar management and professional occupations. These mostly college- educated residents enjoy incomes in the \$70,000s and \$80,000s, largely from salaries and wages. They also earn incomes at a slightly- higher- than- average level from interest/dividends. However, unlike many other Creme de la Creme neighborhoods, who have higher self- employment income levels, the American Knights residents are just at the national average in this measurement.

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

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

### **Sitting Pretty (B2)**

Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America's workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings range comes from middle- class white- collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher- than- average salaries keep them and their mostly newborn to 13- year- old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses - from big- screen- high- def TVs to fully equipped SUVs. With good college educations and good jobs, the Sitting Pretty residents have earned their comforts they enjoy.

### **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.

### **Urban Moms/Dads (G1)**

Urban Moms and Dads rank slightly above- the- national- average in single residents. Residents of these highly urban areas are single both because they've never married and due to divorce, ranking at nearly 50- percent- above- average in both categories. What's more, they weight in a two- times- the- average in either male or female single- heads- of- households- with- children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low- 30s. Some residents in these areas have high- school degrees, but over two- times- the- average have not completed high school. They also have low- paying jobs in a variety of blue- collar occupations. In fact, they rank at over 50- percent- average for jobs in these areas: healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single- householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly- two- time- average in supplemental security income and two- and- a- half- time- average in public- assistance income - clearly an economic break they need to keep food on the table and a roof over their heads.

### **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.

### **White Collar Starts (B5)**

The urban White- Collar Status neighborhoods prove that a lack of college education and an income range of less than \$30,000 doesn't equate to blue- collar occupations. In fact, this group of Urban Cliff Climbers, which are home to people largely in their 20s and 30s and married- with- young- children, are employed in middle- class white- collar occupations, probably with a lot of room for advancement. They measure above- average employment in several fields, including healthcare, protective services, food preparation, and grounds maintenance. With only high- school educations supporting them, this group of citizens keeps their heads- above- water while they work their way up into higher- paying jobs by shopping for high- value with every purchase and making use of a higher- than- average level of public- assistance income.