

Demographic Detail Report

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

	5 Miles		10 Miles		15 Miles	
Population						
2024 Population	45,119	---	114,770	---	157,764	---
2029 Projected Population	49,746	---	124,551	---	168,732	---
2029 Projected Population (High Estimate)	51,602	---	129,025	---	176,373	---
2029 Projected Population (Low Estimate)	45,239	---	115,184	---	158,383	---
% Projected Annual Change (2024 - 2029)	2.1%	---	1.7%	---	1.4%	---
% Projected Annual Change (High Estimate)	2.9%	---	2.5%	---	2.4%	---
% Projected Annual Change (Low Estimate)	0.1%	---	0.1%	---	0.1%	---
2000 Census Population	22,539	---	70,589	---	104,526	---
2010 Census Population	42,180	---	108,485	---	149,391	---
% Annual Change (2010 - 2024)	0.5%	---	0.4%	---	0.4%	---
Population Density	576		446		273	
Land Area (Square Miles)	78.32		257.23		577.02	
Households						
2024 Households	18,918	---	45,251	---	61,836	---
2029 Projected Households	20,875	---	49,274	---	66,329	---
% Projected Annual Change (2024 - 2029)	2.1%	---	1.8%	---	1.5%	---
2000 Households	8,851	---	26,531	---	39,035	---
2010 Households	17,635	---	42,615	---	58,378	---
% Annual Change (2010 - 2024)	7.1%	---	4.3%	---	3.5%	---
Growth Stability Indicator (-1 to +1)	0.0276	---	0.0600	---	0.0902	---
Daytime Population						
Daytime Population	45,323	---	125,345	---	164,624	---
Children at Home	1,579	---	3,818	---	5,379	---
Students	8,142	---	28,405	---	38,978	---
Work at Home	2,765	---	7,405	---	9,381	---
Homemakers	4,618	---	12,330	---	16,273	---
Retired/Disabled Population	12,935	---	29,513	---	38,009	---
Unemployed	523	---	1,424	---	1,917	---

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	5 Miles		10 Miles		15 Miles	
Total Population by Age						
Average Age (2024)	46.0		44.3		43.9	
Children (2024)						
0 - 4 Years	2,101	4.7%	5,085	4.4%	7,160	4.5%
5 - 9 Years	2,138	4.7%	5,284	4.6%	7,531	4.8%
10 - 13 Years	1,871	4.1%	4,564.5	4.0%	6,577	4.2%
14 - 17 Years	2,062	4.6%	6,411	5.6%	8,584	5.4%
Adults (2024)						
18 - 21 Years	2,032	4.5%	7,189	6.3%	9,314	5.9%
22 - 24 Years	1,460	3.2%	5,549	4.8%	7,073	4.5%
25 - 34 Years	4,699	10.4%	11,742	10.2%	16,529	10.5%
35 - 44 Years	5,044	11.2%	12,014	10.5%	17,349	11.0%
45 - 54 Years	4,813	10.7%	12,234	10.7%	17,283	11.0%
55 - 64 Years	5,936	13.2%	14,882	13.0%	21,163	13.4%
65 - 74 Years	6,396	14.2%	15,026	13.1%	20,528	13.0%
75 - 84 Years	5,061	11.2%	11,130	9.7%	14,136	9.0%
85+ Years	1,505	3.3%	3,662	3.2%	4,538	2.9%
Age, Female (2024)						
0 - 4 Years	1,034	2.3%	2,496	2.2%	3,511	2.2%
5 - 9 Years	1,064	2.4%	2,591	2.3%	3,705	2.3%
10 - 13 Years	910	2.0%	2,239	2.0%	3,210	2.0%
14 - 17 Years	997	2.2%	2,802	2.4%	3,837	2.4%
18 - 21 Years	989	2.2%	3,563	3.1%	4,536	2.9%
22 - 24 Years	719	1.6%	3,128	2.7%	3,804	2.4%
25 - 34 Years	2,362	5.2%	5,915	5.2%	8,172	5.2%
35 - 44 Years	2,675	5.9%	6,277	5.5%	8,935	5.7%
45 - 54 Years	2,541	5.6%	6,375	5.6%	8,951	5.7%
55 - 64 Years	3,209	7.1%	7,897	6.9%	11,134	7.1%
65 - 74 Years	3,580	7.9%	8,271	7.2%	11,180	7.1%
75 - 84 Years	2,833	6.3%	6,180	5.4%	7,872	5.0%
85+ Years	917	2.0%	2,213	1.9%	2,780	1.8%
% of Population, Female		52.8%		52.2%		51.7%
Average Age, Female	47.3	---	45.4	---	45.1	---

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Age, Male						
0 - 4 Years	1,066	2.4%	2,589	2.3%	3,649	2.3%
5 - 9 Years	1,074	2.4%	2,693	2.3%	3,826	2.4%
10 - 13 Years	962	2.1%	2,326	2.0%	3,366	2.1%
14 - 17 Years	1,066	2.4%	3,609	3.1%	4,747	3.0%
18 - 21 Years	1,043	2.3%	3,626	3.2%	4,778	3.0%
22 - 24 Years	741	1.6%	2,421	2.1%	3,269	2.1%
25 - 34 Years	2,337	5.2%	5,827	5.1%	8,357	5.3%
35 - 44 Years	2,369	5.2%	5,736	5.0%	8,414	5.3%
45 - 54 Years	2,272	5.0%	5,859	5.1%	8,332	5.3%
55 - 64 Years	2,727	6.0%	6,985	6.1%	10,029	6.4%
65 - 74 Years	2,817	6.2%	6,755	5.9%	9,347	5.9%
75 - 84 Years	2,228	4.9%	4,950	4.3%	6,264	4.0%
85+ Years	588	1.3%	1,449	1.3%	1,758	1.1%
% of Population, Male		47.2%		47.8%		48.3%
Average Age, Male	44.4	---	43.0	---	42.6	---
Income (2024)						
Per Capita Income	\$48,065	---	\$49,094	---	\$47,207	---
Average Household Income	\$114,631	---	\$124,516	---	\$120,442	---
Median Household Income	\$96,399	---	\$103,073	---	\$99,089	---
Less than \$15,000	1,102	5.8%	2,150	4.8%	3,140	5.1%
\$15,000 - \$19,999	236	1.2%	623	1.4%	1,037	1.7%
\$20,000 - \$24,999	553	2.9%	1,231	2.7%	1,660	2.7%
\$25,000 - \$29,999	471	2.5%	1,118	2.5%	1,641	2.7%
\$30,000 - \$34,999	508	2.7%	1,125	2.5%	1,709	2.8%
\$35,000 - \$39,999	463	2.4%	968	2.1%	1,517	2.5%
\$40,000 - \$44,999	458	2.4%	1,116	2.5%	1,556	2.5%
\$45,000 - \$49,999	607	3.2%	1,406	3.1%	1,967	3.2%
\$50,000 - \$54,999	495	2.6%	1,280	2.8%	1,870	3.0%
\$55,000 - \$59,999	550	2.9%	1,264	2.8%	1,821	2.9%
\$60,000 - \$64,999	654	3.5%	1,457	3.2%	1,959	3.2%
\$65,000 - \$69,999	653	3.5%	1,417	3.1%	1,903	3.1%
\$70,000 - \$79,999	1,178	6.2%	2,601	5.7%	3,556	5.8%

Demographics around 6895 Richmond Rd, Williamsburg, Virginia 23188, United States



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\$80,000 - \$89,999	1,203	6.4%	2,493	5.5%	3,514	5.7%
\$90,000 - \$99,999	987	5.2%	2,093	4.6%	2,983	4.8%
\$100,000 - \$125,000	2,184	11.5%	5,469	12.1%	7,211	11.7%
\$125,000 - \$149,999	1,647	8.7%	4,440	9.8%	6,255	10.1%
\$150,000 - \$199,999	2,890	15.3%	7,604	16.8%	9,629	15.6%
\$200,000 - \$249,999	1,165	6.2%	3,027	6.7%	3,870	6.3%
\$250,000 - \$499,999	498	2.6%	1,297	2.9%	1,661	2.7%
\$500,000+	414	2.2%	1,075	2.4%	1,375	2.2%
Income (2029 Projected)						
Per Capita Income	\$53,274	---	\$54,806	---	\$53,141	---
Average Household Income	\$126,955	---	\$138,534	---	\$135,183	---
Median Household Income	\$107,445	---	\$115,340	---	\$111,964	---
Education (2024)						
Less than 9th Grade	358	1.1%	937	1.2%	1,985	1.8%
Some High School	1,003	3.0%	2,372	2.9%	4,426	4.0%
High School Grad	7,029	21.0%	15,226	18.9%	23,943	21.5%
Some College	6,237	18.6%	14,740	18.3%	22,306	20.0%
Associate Degree	3,432	10.3%	7,228	9.0%	9,832	8.8%
Bachelors Degree	8,713	26.0%	21,231	26.3%	26,970	24.2%
Masters Degree	4,912	14.7%	13,287	16.5%	15,749	14.1%
Doctorate or Professional Degree	1,770	5.3%	5,668	7.0%	6,313	5.7%
Population by Race/Ethnicity (2024)						
Race Excluding Hispanic Ethnic Group						
White	33,409	74.0%	84,778	73.9%	115,311	73.1%
Black	6,472	14.3%	15,895	13.8%	23,328	14.8%
Asian	1,170	2.6%	3,533	3.1%	3,998	2.5%
Other	4,069	9.0%	10,564	9.2%	15,126	9.6%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	32,693	72.5%	82,842	72.2%	112,568	71.4%
Hispanic	2,364	5.2%	6,720	5.9%	9,871	6.3%
Black, Non-Hispanic	6,351	14.1%	15,663	13.6%	23,021	14.6%
Asian, Non-Hispanic	1,161	2.6%	3,496	3.0%	3,944	2.5%
Other, Non-Hispanic	2,549	5.6%	6,049	5.3%	8,360	5.3%

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Population by Race/Ethnicity (2029 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	36,070	79.9%	90,075	78.5%	120,588	76.4%
Hispanic	2,605	5.8%	7,294	6.4%	10,579	6.7%
Black, Non-Hispanic	7,001	15.5%	16,889	14.7%	24,481	15.5%
Asian, Non-Hispanic	1,284	2.8%	3,794	3.3%	4,252	2.7%
Other, Non-Hispanic	2,785	6.2%	6,497	5.7%	8,832	5.6%
Language at Home (2024)						
Spanish	1,063	2.5%	3,130	2.9%	4,968	3.3%
Asian/Pacific Language	725	1.7%	2,370	2.2%	2,686	1.8%
European/Indo-European	771	1.8%	2,262	2.1%	2,692	1.8%
Arabic	150	0.3%	285	0.3%	308	0.2%
Other Non-English	193	0.4%	444	0.4%	504	0.3%
Family Structure (2024)						
Male Householder, No Children	202	1.4%	629	1.9%	998	2.1%
Female Householder, No Children	824	5.9%	1,883	5.6%	3,025	6.5%
Single Parent - Male	269	1.9%	585	1.7%	833	1.8%
Single Parent - Female	990	7.1%	2,294	6.8%	3,189	6.9%
Married w/ Children	3,086	22.0%	8,157	24.1%	11,485	24.7%
Married w/out Children	7,774	55.5%	17,828	52.7%	23,684	51.0%
Non-family Households	859	6.1%	2,427	7.2%	3,265	7.0%
Household Size (2024)						
1 Person	4,915	26.0%	11,448	25.3%	15,356	24.8%
2 Persons	7,855	41.5%	18,402	40.7%	24,555	39.7%
3 Persons	2,702	14.3%	6,540	14.5%	9,277	15.0%
4 Persons	2,065	10.9%	5,274	11.7%	7,384	11.9%
5 Persons	849	4.5%	2,240	5.0%	3,251	5.3%
6 Persons	332	1.8%	844	1.9%	1,270	2.1%
7+ Persons	201	1.1%	503	1.1%	744	1.2%

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Housing (2024)						
Owner-Occupied	13,470	64.6%	33,460	67.1%	46,425	68.0%
Renter-Occupied	5,448	26.1%	11,791	23.7%	15,410	22.6%
Vacant	1,926	9.2%	4,578	9.2%	6,430	9.4%
Components of Change (2024)						
Births	421	0.9%	1,073	0.9%	1,471	0.9%
Deaths	602	1.3%	1,415	1.2%	1,837	1.2%
Migration	280	0.6%	973	0.8%	1,369	0.9%
Other Population (2024)						
Seasonal Population	388	---	1,048	---	1,287	---
Transient Population	2,238	---	8,354	---	9,063	---
Group Quarters Population	531	---	6,332	---	7,613	---
Institutionalized	496	---	1,120	---	2,148	---
College	0	---	4,753	---	4,753	---
Military	0	---	255	---	435	---
Other	34	---	204	---	277	---
Home Value (2024)						
Median Home Value	\$529,086	---	\$557,675	---	\$521,592	---
Average Home Value	\$489,229	---	\$508,387	---	\$472,566	---
Under \$20,000	40	0.3%	145	0.4%	424	0.9%
\$20,000 to \$40,000	17	0.1%	59	0.2%	329	0.7%
\$40,000 to \$60,000	47	0.3%	62	0.2%	172	0.4%
\$60,000 to \$80,000	72	0.5%	146	0.4%	255	0.5%
\$80,000 to \$100,000	0	0.0%	16	0.0%	116	0.2%
\$100,000 to \$125,000	70	0.5%	114	0.3%	195	0.4%
\$125,000 to \$150,000	74	0.5%	198	0.6%	392	0.8%
\$150,000 to \$200,000	228	1.7%	713	2.1%	1,333	2.9%
\$200,000 to \$250,000	558	4.1%	1,380	4.1%	2,557	5.5%
\$250,000 to \$300,000	909	6.7%	2,083	6.2%	3,745	8.1%
\$300,000 to \$400,000	2,509	18.6%	5,572	16.7%	8,442	18.2%
\$400,000 to \$500,000	2,866	21.3%	6,655	19.9%	8,702	18.7%
\$500,000 to \$750,000	3,607	26.8%	9,540	28.5%	11,620	25.0%
\$750,000 to \$1,000,000	1,750	13.0%	4,300	12.9%	5,067	10.9%
\$1,000,000 or more	474	3.5%	1,769	5.3%	2,215	4.8%

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Vehicles Per Household (2024)						
No Vehicle	914	4.8%	2,015	4.5%	2,686	4.3%
1 Vehicle	6,332	33.5%	13,254	29.3%	16,704	27.0%
2 Vehicles	7,061	37.3%	18,012	39.8%	24,517	39.6%
3 Vehicles	3,367	17.8%	8,310	18.4%	11,937	19.3%
4 Vehicles	929	4.9%	2,853	6.3%	4,387	7.1%
5 or more Vehicles	315	1.7%	808	1.8%	1,605	2.6%
Economic Indicators (2024)						
Gross Domestic Product (GDP) - in 1,000s	\$3,684,050	---	\$9,971,215	---	\$13,207,894	---
Economic Viability	258	---	264	---	263	---
Economic Viability, Indexed	95	---	98	---	97	---
Average Salary	\$48,271	---	\$49,876	---	\$49,060	---
Average Mortgage-Risk	3.34	---	3.32	---	3.35	---
Businesses (2024)						
Establishments	1,385	---	3,251	---	4,565	---
Employees (FTEs)	14,760	---	42,450	---	54,688	---
Employment, Pop 16+ (2024)						
Armed Forces	490	1.3%	2,104	2.2%	3,293	2.5%
Civilian	21,045	55.4%	55,827	57.7%	78,181	59.1%
Employed	20,522	54.0%	54,403	56.3%	76,264	57.7%
Unemployed	523	1.4%	1,424	1.5%	1,917	1.4%
Not in Labor Force	16,927	44.6%	40,847	42.3%	54,061	40.9%
Unemployment Rate (2024)						
		2.5%		2.5%		2.4%
Employment by Industry (2024)						
Agriculture, Mining and Construction	1,504	7.3%	3,193	5.9%	5,311	7.0%
Manufacturing	1,337	6.5%	3,782	7.0%	6,145	8.1%
Transportation	654	3.2%	1,941	3.6%	3,131	4.1%
Information	129	0.6%	389	0.7%	591	0.8%

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Wholesale-Retail	2,585	12.6%	7,136	13.1%	10,118	13.3%
Finance, Insurance, and Real Estate	1,307	6.4%	2,994	5.5%	4,193	5.5%
Professional Services	1,834	8.9%	5,310	9.8%	6,514	8.5%
Management Services	4	0.0%	29	0.1%	29	0.0%
Administration and Waste Services	612	3.0%	1,979	3.6%	2,800	3.7%
Educational Services	5,137	25.0%	14,538	26.7%	19,771	25.9%
Entertainment Services	2,838	13.8%	6,296	11.6%	8,056	10.6%
Other Professional Services	947	4.6%	2,519	4.6%	3,652	4.8%
Public Administration	1,637	8.0%	4,296	7.9%	5,954	7.8%
Employment by Occupation (2024)	---	---	---	---	---	---
White Collar						
Managerial and Executive	3,527	17.2%	9,975	18.3%	13,761	18.0%
Professional Specialty	5,843	28.5%	16,900	31.1%	21,219	27.8%
Healthcare and Support	591	2.9%	1,018	1.9%	1,712	2.2%
Sales	2,625	12.8%	6,545	12.0%	8,779	11.5%
Office and Administration	1,750	8.5%	5,133	9.4%	7,352	9.6%
Blue Collar						
Protective Services	639	3.1%	1,333	2.5%	1,690	2.2%
Food Preparation and Serving	979	4.8%	2,476	4.6%	3,440	4.5%
Building Maintenance and Cleaning	696	3.4%	1,365	2.5%	2,354	3.1%
Personal Care Services	1,023	5.0%	1,956	3.6%	2,580	3.4%
Farming, Fishing & Forestry	43	0.2%	164	0.3%	340	0.4%
Construction	1,337	6.5%	3,079	5.7%	5,727	7.5%
Production & Transportation	1,469	7.2%	4,459	8.2%	7,310	9.6%
School Enrollment (2024)						
Nursery School/Pre-school	696	1.5%	1,632	1.4%	2,277	1.4%
Kindergarten/Elementary School	4,572	10.1%	10,564	9.2%	15,291	9.7%
High School	1,910	4.2%	5,349	4.7%	7,605	4.8%
College/Graduate/Professional School	3,034	6.7%	12,047	10.5%	13,949	8.8%
Not Enrolled	34,907	77.4%	85,179	74.2%	118,642	75.2%

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Travel Time to Work						
Less than 10 minutes	2,280	13.4%	5,805	13.2%	7,847	12.6%
10 to 14 minutes	2,886	16.9%	7,756	17.6%	9,579	15.4%
15 to 19 minutes	3,142	18.4%	7,855	17.9%	9,836	15.8%
20 to 24 minutes	2,210	12.9%	5,347	12.2%	7,004	11.3%
25 to 29 minutes	777	4.6%	2,305	5.2%	3,511	5.6%
30 to 34 minutes	1,116	6.5%	3,796	8.6%	6,403	10.3%
35 to 44 minutes	1,494	8.8%	3,506	8.0%	5,527	8.9%
45 to 59 minutes	1,698	9.9%	3,797	8.6%	6,522	10.5%
60 or more minutes	1,470	8.6%	3,800	8.6%	5,976	9.6%
Average travel time to work in minutes	21.4	---	27.7	---	30.8	---

Population by LandScape Segment

A1: Empire Builders	0	0.00%	143	0.13%	653	0.42%
A2: Grand Masters	0	0.00%	0	0.00%	0	0.00%
A3: Marquis Class	0	0.00%	2,401	2.11%	2,401	1.54%
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	1,470	3.27%	8,453	7.44%	8,453	5.43%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	0	0.00%	575	0.51%	575	0.37%
B3: Kindred Spirit	540	1.20%	1,561	1.37%	3,784	2.43%
B4: Middle of the Road	0	0.00%	0	0.00%	0	0.00%
B5: White Collar Starts	1,443	3.21%	1,443	1.27%	1,443	0.93%
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	783	1.74%	2,751	2.42%	3,442	2.21%
C3: Nest Builders	1,243	2.77%	3,408	3.00%	4,845	3.11%
C4: Gainfully Employed	1,240	2.76%	1,240	1.09%	1,839	1.18%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	0	0.00%	0	0.00%	0	0.00%
D2: Fall Years	1,897	4.22%	2,591	2.28%	4,026	2.59%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	910	2.02%	4,478	3.94%	6,201	3.98%

Demographic Detail Report

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

	5 Miles		10 Miles		15 Miles	
E2: Wizards	2,816	6.27%	6,471	5.70%	8,055	5.17%
E3: Apprentices	0	0.00%	1,709	1.50%	1,709	1.10%
F1: Hard Act to Follow	2,277	5.07%	3,414	3.01%	4,616	2.97%
F2: SM Seeks SF	0	0.00%	1,842	1.62%	2,263	1.45%
F3: Solo Acts	718	1.60%	3,069	2.70%	3,728	2.39%
F4: Down But Not Out	2,018	4.49%	2,875	2.53%	5,056	3.25%
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%	484	0.31%
H3: Hard Hats/Hair Nets	2,013	4.48%	2,013	1.77%	3,306	2.12%
I1: Bonds and Babies	0	0.00%	0	0.00%	0	0.00%
I2: Great Generations	0	0.00%	0	0.00%	700	0.45%
I3: Couples with Capital	684	1.52%	2,627	2.31%	2,627	1.69%
I4: Kith and Kin	963	2.14%	963	0.85%	963	0.62%
I5: Sublime Suburbia	2,191	4.87%	3,432	3.02%	3,432	2.20%
J1: Stocks and Scholars	1,572	3.50%	5,150	4.53%	5,155	3.31%
J2: Marmalade & Money	161	0.36%	2,248	1.98%	2,248	1.44%
J3: Stately Suburbs	2,036	4.53%	2,036	1.79%	3,025	1.94%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	316	0.70%	1,643	1.45%	4,744	3.05%
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	3,004	6.68%	7,264	6.39%	10,620	6.82%
L2: Fertile Acres	748	1.66%	3,726	3.28%	10,586	6.80%
L3: Bread Basket	0	0.00%	152	0.13%	1,335	0.86%
L4: Farmers Circle	617	1.37%	617	0.54%	1,854	1.19%
L5: Crops and Tractors	0	0.00%	0	0.00%	0	0.00%
M1: Harlem Gentry	0	0.00%	0	0.00%	447	0.29%
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, 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	8,816	19.61%	19,967	17.58%	20,568	13.21%
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%	2,477	1.59%
O5: Centurions	0	0.00%	1,470	1.29%	2,969	1.91%
O6: Legacy Years	4,470	9.95%	5,053	4.45%	8,241	5.29%
O7: Collegians	0	0.00%	6,808	5.99%	6,808	4.37%

	Per Household		Per Household		Per Household	
Weekly Consumer Spending Patterns						
Alcoholic beverages	\$154,464	\$8.16	\$381,155	\$8.42	\$523,369	\$8.46
Total Apparel and services	\$607,737	\$32.12	\$1,494,811	\$33.03	\$2,059,046	\$33.30
Cash contributions	\$994,681	\$52.58	\$2,439,923	\$53.92	\$3,323,617	\$53.75
Total Education	\$298,226	\$15.76	\$755,161	\$16.69	\$1,035,643	\$16.75
Total Entertainment	\$1,184,187	\$62.59	\$2,901,842	\$64.13	\$3,978,275	\$64.34
Total Food	\$3,541,222	\$187.18	\$8,670,746	\$191.61	\$11,950,020	\$193.25
Total Health care	\$2,029,347	\$107.27	\$4,908,854	\$108.48	\$6,731,640	\$108.86
Total Housing	\$5,449,867	\$288.07	\$13,299,791	\$293.91	\$18,255,275	\$295.22
Total Personal care products and services	\$333,997	\$17.65	\$818,472	\$18.09	\$1,125,353	\$18.20
Personal insurance	\$194,542	\$10.28	\$480,076	\$10.61	\$654,877	\$10.59
Total Reading	\$33,332	\$1.76	\$81,066	\$1.79	\$110,851	\$1.79
Total Tobacco products and smoking supplies	\$129,066	\$6.82	\$309,590	\$6.84	\$434,569	\$7.03
Total Transportation	\$5,024,388	\$265.58	\$12,339,166	\$272.68	\$16,920,693	\$273.64
Cash gifts	\$325,641	\$17.21	\$788,996	\$17.44	\$1,083,525	\$17.52

Demographics around 6895 Richmond Rd, Williamsburg, Virginia 23188, United States

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.

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.

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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.

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."

J3: Stately Suburbs

The Stately Suburbs set have a lower educational ranking than other Retired in the Suburbs segments: Yet they're doing something right, because they're earning the same comfortable living of \$70,000s and \$80,000s. In these areas, there's no shortage of high- end vehicles, homes, and other comforts of the good life. This group weights in right at the national- average in college- educated individuals. These predominantly 40- something areas are also home to a growing number of 65- plus retirees. If they ever had children, they are overwhelmingly grown and out of the house, as these married- couples show a lower- than- average number of children at home. Due to the aging population, this is the only Retired in the Suburbs segment with an above- average number of widows and widowers. Owing no doubt to their increasing number of retirees, incomes for these areas are generated by a significantly above- average level of social- security income and interest/dividends. Some of the residents are still working, because the segment ranks in at an average level of management, professional, and office administration workers.

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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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.

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.

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.