Demographics around 7435 Richmond Rd, Williamsburg, Virginia 23188, United States

COLDWELL BANKER COMMERCIAL BROOKS REAL ESTATE

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		15 Miles	
Population						
2023 Population	37,223	---	110,889	---	153,468	---
2028 Projected Population	41,630	---	120,394	---	164,599	---
2028 Projected Population (High Estimate)	43,410	---	125,462	---	173,117	---
2028 Projected Population (Low Estimate)	39,190	---	114,272	---	157,424	---
% Projected Annual Change (2023 - 2028)	2.4%	---	1.7%	---	1.5%	---
% Projected Annual Change (High Estimate)	3.3%	---	2.6%	---	2.6%	---
% Projected Annual Change (Low Estimate)	1.1%	---	0.6%	---	0.5%	---
2000 Census Population	19,702	---	67,292	---	100,620	---
2010 Census Population	34,715	---	104,892	---	145,291	---
% Annual Change (2010 - 2023)	0.6%	---	0.4%	---	0.4%	---
Population Density	480		415		263	
Land Area (Square Miles)	77.61		267.47		584.53	
Households						
2023 Households	15,101	---	43,729	---	60,156	---
2028 Projected Households	16,905	---	47,699	---	64,772	---
% Projected Annual Change (2023 - 2028)	2.4%	---	1.8%	---	1.5%	---
2000 Households	7,696	---	25,136	---	37,478	---
2010 Households	14,041	---	41,155	---	56,716	---
% Annual Change (2010 - 2023)	6.3%	---	4.9%	---	3.9%	---
Growth Stability Indicator (-1 to +1)	0.6647	---	0.6622	---	0.6311	---
Daytime Population						
Daytime Population	35,395	---	118,686	---	162,921	---
Children at Home	1,298	---	3,702	---	5,167	---
Students	7,694	---	28,672	---	38,851	---
Work at Home	2,269	---	6,968	---	9,329	---
Homemakers	3,507	---	12,547	---	15,982	---
Retired/Disabled Population	10,215	---	28,048	---	37,365	---
Unemployed	593	---	1,762	---	2,388	---

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Total Population by Age						
Average Age (2023)	45.1		44.0		44.0	
Children (2023)						
0 - 4 Years	1,724	4.6%	4,920	4.4%	6,867	4.5%
5 - 9 Years	1,905	5.1%	5,188	4.7%	7,327	4.8%
10 - 13 Years	1,689	4.5%	4,459.9	4.0%	6,399	4.2%
14 - 17 Years	1,829	4.9%	6,254	5.6%	8,349	5.4%
Adults (2023)						
18 - 21 Years	1,745	4.7%	6,933	6.3%	9,025	5.9%
22 - 24 Years	1,230	3.3%	5,313	4.8%	6,843	4.5%
25 - 34 Years	3,558	9.6%	11,362	10.2%	15,842	10.3%
35 - 44 Years	4,213	11.3%	11,741	10.6%	16,679	10.9%
45 - 54 Years	4,173	11.2%	11,973	10.8%	16,978	11.1%
55 - 64 Years	5,124	13.8%	14,580	13.1%	20,838	13.6%
65 - 74 Years	5,352	14.4%	14,476	13.1%	20,147	13.1%
75 - 84 Years	3,770	10.1%	10,281	9.3%	13,719	8.9%
85+ Years	912	2.5%	3,409	3.1%	4,455	2.9%
Age, Female (2023)						
0 - 4 Years	852	2.3%	2,414	2.2%	3,366	2.2%
5 - 9 Years	950	2.6%	2,547	2.3%	3,605	2.3%
10 - 13 Years	818	2.2%	2,177	2.0%	3,115	2.0%
14 - 17 Years	877	2.4%	2,731	2.5%	3,710	2.4%
18 - 21 Years	844	2.3%	3,474	3.1%	4,403	2.9%
22 - 24 Years	601	1.6%	3,053	2.8%	3,708	2.4%
25 - 34 Years	1,809	4.9%	5,747	5.2%	7,853	5.1%
35 - 44 Years	2,255	6.1%	6,130	5.5%	8,599	5.6%
45 - 54 Years	2,205	5.9%	6,232	5.6%	8,804	5.7%
55 - 64 Years	2,757	7.4%	7,720	7.0%	10,963	7.1%
65 - 74 Years	2,972	8.0%	7,926	7.1%	10,956	7.1%
75 - 84 Years	2,094	5.6%	5,694	5.1%	7,627	5.0%
85+ Years	530	1.4%	2,061	1.9%	2,723	1.8%
% of Population, Female		**52.6%**		**52.2%**		**51.8%**
Average Age, Female	46.2	---	45.1	---	45.2	---

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	5 Miles		10 Miles		15 Miles	
Age, Male						
0 - 4 Years	871	2.3%	2,507	2.3%	3,501	2.3%
5 - 9 Years	955	2.6%	2,641	2.4%	3,722	2.4%
10 - 13 Years	871	2.3%	2,283	2.1%	3,284	2.1%
14 - 17 Years	952	2.6%	3,523	3.2%	4,639	3.0%
18 - 21 Years	901	2.4%	3,459	3.1%	4,622	3.0%
22 - 24 Years	628	1.7%	2,261	2.0%	3,136	2.0%
25 - 34 Years	1,749	4.7%	5,615	5.1%	7,989	5.2%
35 - 44 Years	1,958	5.3%	5,611	5.1%	8,080	5.3%
45 - 54 Years	1,968	5.3%	5,741	5.2%	8,174	5.3%
55 - 64 Years	2,367	6.4%	6,860	6.2%	9,874	6.4%
65 - 74 Years	2,379	6.4%	6,550	5.9%	9,191	6.0%
75 - 84 Years	1,676	4.5%	4,586	4.1%	6,092	4.0%
85+ Years	382	1.0%	1,347	1.2%	1,733	1.1%
% of Population, Male		**47.4%**		**47.8%**		**48.2%**
Average Age, Male	43.8	---	42.8	---	42.8	---
Income (2023)						
Per Capita Income	$45,492	---	$47,097	---	$46,103	---
Average Household Income	$112,138	---	$119,430	---	$117,615	---
Median Household Income	$96,102	---	$99,359	---	$96,816	---
Less than $15,000	836	5.5%	2,130	4.9%	3,141	5.2%
$15,000 - $19,999	202	1.3%	666	1.5%	1,075	1.8%
$20,000 - $24,999	501	3.3%	1,267	2.9%	1,639	2.7%
$25,000 - $29,999	309	2.0%	1,107	2.5%	1,649	2.7%
$30,000 - $34,999	358	2.4%	1,138	2.6%	1,681	2.8%
$35,000 - $39,999	390	2.6%	924	2.1%	1,480	2.5%
$40,000 - $44,999	341	2.3%	1,139	2.6%	1,482	2.5%
$45,000 - $49,999	418	2.8%	1,463	3.3%	2,091	3.5%
$50,000 - $54,999	425	2.8%	1,331	3.0%	1,855	3.1%
$55,000 - $59,999	421	2.8%	1,296	3.0%	1,791	3.0%
$60,000 - $64,999	558	3.7%	1,522	3.5%	2,023	3.4%
$65,000 - $69,999	507	3.4%	1,394	3.2%	1,856	3.1%
$70,000 - $79,999	983	6.5%	2,565	5.9%	3,583	6.0%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		15 Miles	
$80,000 - $89,999	995	6.6%	2,381	5.4%	3,419	5.7%
$90,000 - $99,999	831	5.5%	2,086	4.8%	2,975	4.9%
$100,000 - $125,000	1,833	12.1%	5,330	12.2%	6,938	11.5%
$125,000 - $149,999	1,408	9.3%	4,275	9.8%	6,144	10.2%
$150,000 - $199,999	2,792	18.5%	8,727	20.0%	11,346	18.9%
$200,000 - $249,999	556	3.7%	1,673	3.8%	2,233	3.7%
$250,000 - $499,999	239	1.6%	717	1.6%	956	1.6%
$500,000+	198	1.3%	597	1.4%	799	1.3%
Income (2028 Projected)						
Per Capita Income	$50,470	---	$52,683	---	$51,975	---
Average Household Income	$124,289	---	$132,973	---	$132,077	---
Median Household Income	$106,535	---	$110,952	---	$109,399	---
Education (2023)						
Less than 9th Grade	333	1.2%	942	1.2%	1,905	1.8%
Some High School	795	2.9%	2,344	3.0%	4,207	3.9%
High School Grad	5,974	22.0%	14,897	19.1%	23,247	21.4%
Some College	4,983	18.4%	14,267	18.3%	21,476	19.8%
Associate Degree	3,117	11.5%	7,025	9.0%	9,561	8.8%
Bachelors Degree	6,801	25.1%	20,301	26.1%	26,579	24.5%
Masters Degree	3,688	13.6%	12,612	16.2%	15,437	14.2%
Doctorate or Professional Degree	1,411	5.2%	5,432	7.0%	6,245	5.7%
Population by Race/Ethnicity (2023)						
Race Excluding Hispanic Ethnic Group						
White	27,304	73.4%	81,754	73.7%	113,276	73.8%
Black	5,552	14.9%	15,373	13.9%	21,750	14.2%
Asian	879	2.4%	3,421	3.1%	3,935	2.6%
Other	3,489	9.4%	10,340	9.3%	14,508	9.5%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	26,659	71.6%	79,968	72.1%	110,770	72.2%
Hispanic	1,953	5.2%	6,422	5.8%	9,194	6.0%
Black, Non-Hispanic	5,452	14.6%	15,148	13.7%	21,490	14.0%
Asian, Non-Hispanic	872	2.3%	3,387	3.1%	3,883	2.5%
Other, Non-Hispanic	2,286	6.1%	5,964	5.4%	8,132	5.3%

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	29,875	80.3%	87,031	78.5%	118,995	77.5%
Hispanic	2,179	5.9%	6,963	6.3%	9,866	6.4%
Black, Non-Hispanic	6,064	16.3%	16,318	14.7%	22,926	14.9%
Asian, Non-Hispanic	985	2.6%	3,682	3.3%	4,201	2.7%
Other, Non-Hispanic	2,526	6.8%	6,399	5.8%	8,611	5.6%
Language at Home (2023)						
Spanish	888	2.5%	3,056	2.9%	4,600	3.1%
Asian/Pacific Language	479	1.3%	2,320	2.2%	2,663	1.8%
European/Indo-European	549	1.5%	2,176	2.1%	2,627	1.8%
Arabic	80	0.2%	289	0.3%	309	0.2%
Other Non-English	196	0.6%	439	0.4%	498	0.3%
Family Structure (2023)						
Male Householder, No Children	169	1.5%	635	1.9%	966	2.1%
Female Householder, No Children	690	5.9%	1,871	5.7%	2,922	6.5%
Single Parent - Male	232	2.0%	578	1.8%	777	1.7%
Single Parent - Female	913	7.9%	2,193	6.7%	3,053	6.7%
Married w/ Children	2,704	23.3%	7,728	23.7%	10,979	24.3%
Married w/out Children	6,283	54.0%	17,130	52.5%	23,388	51.7%
Non-family Households	637	5.5%	2,473	7.6%	3,179	7.0%
Household Size (2023)						
1 Person	3,473	23.0%	11,120	25.4%	14,893	24.8%
2 Persons	6,237	41.3%	17,686	40.4%	24,017	39.9%
3 Persons	2,329	15.4%	6,365	14.6%	9,021	15.0%
4 Persons	1,846	12.2%	5,066	11.6%	7,143	11.9%
5 Persons	759	5.0%	2,174	5.0%	3,149	5.2%
6 Persons	277	1.8%	823	1.9%	1,220	2.0%
7+ Persons	178	1.2%	495	1.1%	713	1.2%

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Housing (2023)						
Owner-Occupied	11,346	69.3%	32,103	66.6%	45,514	68.5%
Renter-Occupied	3,755	22.9%	11,625	24.1%	14,643	22.0%
Vacant	1,265	7.7%	4,479	9.3%	6,293	9.5%
Components of Change (2023)						
Births	343	0.9%	1,046	0.9%	1,422	0.9%
Deaths	482	1.3%	1,399	1.3%	1,886	1.2%
Migration	300	0.8%	1,084	1.0%	1,780	1.2%
Other Population (2023)						
Seasonal Population	438	---	1,828	---	2,724	---
Transient Population	1,822	---	10,674	---	12,483	---
Group Quarters Population	42	---	6,123	---	7,524	---
Institutionalized	10	---	1,221	---	2,106	---
College	0	---	4,753	---	4,753	---
Military	0	---	1	---	389	---
Other	32	---	148	---	276	---
Home Value (2023)						
Median Home Value	$508,960	---	$536,180	---	$516,439	---
Average Home Value	$465,844	---	$491,064	---	$467,164	---
Under $20,000	36	0.3%	144	0.4%	422	0.9%
$20,000 to $40,000	10	0.1%	78	0.2%	301	0.7%
$40,000 to $60,000	47	0.4%	67	0.2%	165	0.4%
$60,000 to $80,000	74	0.7%	137	0.4%	239	0.5%
$80,000 to $100,000	0	0.0%	15	0.0%	129	0.3%
$100,000 to $125,000	36	0.3%	116	0.4%	201	0.4%
$125,000 to $150,000	66	0.6%	229	0.7%	423	0.9%
$150,000 to $200,000	187	1.7%	758	2.4%	1,389	3.1%
$200,000 to $250,000	445	3.9%	1,402	4.4%	2,436	5.4%
$250,000 to $300,000	842	7.4%	2,287	7.1%	3,860	8.5%
$300,000 to $400,000	2,386	21.0%	5,858	18.2%	8,753	19.2%
$400,000 to $500,000	2,586	22.8%	6,500	20.2%	8,401	18.5%
$500,000 to $750,000	2,934	25.9%	8,661	27.0%	11,035	24.2%
$750,000 to $1,000,000	1,220	10.8%	3,779	11.8%	4,839	10.6%
$1,000,000 or more	228	2.0%	1,581	4.9%	2,094	4.6%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		15 Miles	
Vehicles Per Household (2023)						
No Vehicle	542	3.6%	2,003	4.6%	2,569	4.3%
1 Vehicle	4,646	30.8%	12,882	29.5%	16,251	27.0%
2 Vehicles	5,661	37.5%	17,306	39.6%	23,866	39.7%
3 Vehicles	3,038	20.1%	7,891	18.0%	11,531	19.2%
4 Vehicles	909	6.0%	2,827	6.5%	4,408	7.3%
5 or more Vehicles	305	2.0%	820	1.9%	1,531	2.5%
Economic Indicators (2023)						
Gross Domestic Product (GDP) - in 1,000s	$2,834,938	---	$9,279,789	---	$12,661,869	---
Economic Viability	223	---	223	---	223	---
Economic Viability, Indexed	97	---	98	---	97	---
Average Salary	$47,780	---	$49,885	---	$49,286	---
Average Mortgage-Risk	3.41	---	3.33	---	3.35	---
Businesses (2023)						
Establishments	907	---	2,930	---	4,465	---
Employees (FTEs)	9,819	---	36,986	---	53,840	---
Employment, Pop 16+ (2023)	30,990		93,233		128,746	
Armed Forces	457	1.5%	1,509	1.6%	2,859	2.2%
Civilian	18,074	58.3%	53,698	57.6%	75,848	58.9%
Employed	17,481	56.4%	51,936	55.7%	73,460	57.1%
Unemployed	593	1.9%	1,762	1.9%	2,388	1.9%
Not in Labor Force	12,916	41.7%	39,535	42.4%	52,898	41.1%
Unemployment Rate (2023)		3.3%		3.3%		3.1%
Employment by Industry (2023)						
Agriculture, Mining and Construction	1,341	7.7%	3,165	6.1%	5,255	7.2%
Manufacturing	1,240	7.1%	3,490	6.7%	5,773	7.9%
Transportation	521	3.0%	1,884	3.6%	3,036	4.1%
Information	87	0.5%	345	0.7%	566	0.8%

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Wholesale-Retail	2,363	13.5%	6,735	13.0%	9,535	13.0%
Finance, Insurance, and Real Estate	1,062	6.1%	2,665	5.1%	4,040	5.5%
Professional Services	1,599	9.1%	5,136	9.9%	6,423	8.7%
Management Services	15	0.1%	28	0.1%	28	0.0%
Administration and Waste Services	523	3.0%	1,913	3.7%	2,692	3.7%
Educational Services	4,394	25.1%	13,963	26.9%	19,051	25.9%
Entertainment Services	2,242	12.8%	6,020	11.6%	7,765	10.6%
Other Professional Services	849	4.9%	2,422	4.7%	3,525	4.8%
Public Administration	1,245	7.1%	4,171	8.0%	5,770	7.9%
Employment by Occupation (2023)	---		---		---	
White Collar						
Managerial and Executive	2,897	16.6%	9,385	18.1%	13,414	18.3%
Professional Specialty	4,904	28.1%	16,332	31.4%	20,684	28.2%
Healthcare and Support	511	2.9%	977	1.9%	1,609	2.2%
Sales	2,277	13.0%	5,954	11.5%	8,387	11.4%
Office and Administration	1,556	8.9%	4,892	9.4%	6,989	9.5%
Blue Collar						
Protective Services	567	3.2%	1,288	2.5%	1,574	2.1%
Food Preparation and Serving	764	4.4%	2,381	4.6%	3,302	4.5%
Building Maintenance and Cleaning	571	3.3%	1,370	2.6%	2,234	3.0%
Personal Care Services	891	5.1%	1,852	3.6%	2,516	3.4%
Farming, Fishing & Forestry	43	0.2%	145	0.3%	338	0.5%
Construction	1,223	7.0%	3,063	5.9%	5,563	7.6%
Production & Transportation	1,277	7.3%	4,297	8.3%	6,850	9.3%
School Enrollment (2023)						
Nursery School/Pre-school	636	1.7%	1,584	1.4%	2,221	1.4%
Kindergarten/Elementary School	4,051	10.9%	10,218	9.2%	14,471	9.4%
High School	1,648	4.4%	5,058	4.6%	7,393	4.8%
College/Graduate/Professional School	2,431	6.5%	11,919	10.7%	13,692	8.9%
Not Enrolled	28,457	76.4%	82,109	74.0%	115,691	75.4%

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Travel Time to Work						
Less than 10 minutes	1,629	11.0%	5,568	13.0%	7,628	12.7%
10 to 14 minutes	2,283	15.4%	7,364	17.3%	9,260	15.4%
15 to 19 minutes	2,752	18.6%	7,525	17.6%	9,345	15.5%
20 to 24 minutes	2,116	14.3%	5,150	12.1%	6,621	11.0%
25 to 29 minutes	869	5.9%	2,220	5.2%	3,235	5.4%
30 to 34 minutes	1,043	7.0%	3,680	8.6%	6,228	10.4%
35 to 44 minutes	1,282	8.7%	3,468	8.1%	5,447	9.1%
45 to 59 minutes	1,565	10.6%	3,886	9.1%	6,468	10.8%
60 or more minutes	1,273	8.6%	3,805	8.9%	5,894	9.8%
Average travel time to work in minutes	21.4	---	29.5	---	30.3	---
Population by LandScape Segment						
A1: Empire Builders	0	0.00%	791	0.72%	1,445	0.95%
A2: Grand Masters	0	0.00%	0	0.00%	0	0.00%
A3: Marquis Class	730	1.98%	6,033	5.49%	6,033	3.98%
A4: American Knights	0	0.00%	0	0.00%	0	0.00%
A5: Urban Squires	278	0.75%	684	0.62%	684	0.45%
A6: Regents	2,701	7.32%	10,433	9.50%	10,433	6.88%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	0	0.00%	572	0.52%	572	0.38%
B3: Kindred Spirit	721	1.95%	1,760	1.60%	1,760	1.16%
B4: Middle of the Road	0	0.00%	0	0.00%	0	0.00%
B5: White Collar Starts	555	1.50%	813	0.74%	813	0.54%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	2,137	5.79%	2,137	1.95%	2,137	1.41%
C2: Managing Business	2,834	7.68%	4,526	4.12%	4,975	3.28%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	394	1.07%	1,214	1.11%	1,214	0.80%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	2,383	6.45%	2,383	2.17%	3,172	2.09%
D2: Fall Years	807	2.19%	1,133	1.03%	1,765	1.16%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	2,083	5.64%	5,317	4.84%	7,866	5.19%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		15 Miles	
E2: Wizards	3,826	10.36%	9,798	8.92%	12,831	8.47%
E3: Apprentices	0	0.00%	1,712	1.56%	1,712	1.13%
F1: Hard Act to Follow	512	1.39%	1,579	1.44%	1,579	1.04%
F2: SM Seeks SF	903	2.45%	2,269	2.07%	3,876	2.56%
F3: Solo Acts	0	0.00%	2,332	2.12%	2,332	1.54%
F4: Down But Not Out	1,227	3.32%	2,370	2.16%	4,032	2.66%
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%	477	0.43%	477	0.31%
H2: Suburban Singles	0	0.00%	0	0.00%	0	0.00%
H3: Hard Hats/Hair Nets	696	1.89%	1,019	0.93%	1,019	0.67%
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%	1,929	1.76%	1,929	1.27%
I4: Kith and Kin	0	0.00%	1,928	1.76%	3,620	2.39%
I5: Sublime Suburbia	0	0.00%	2,471	2.25%	2,471	1.63%
J1: Stocks and Scholars	0	0.00%	3,420	3.11%	3,592	2.37%
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	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	692	1.87%	1,038	0.94%	5,706	3.76%
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	3,695	10.01%	6,423	5.85%	9,537	6.29%
L2: Fertile Acres	1,488	4.03%	5,140	4.68%	13,728	9.06%
L3: Bread Basket	0	0.00%	0	0.00%	0	0.00%
L4: Farmers Circle	192	0.52%	763	0.69%	1,178	0.78%
L5: Crops and Tractors	0	0.00%	0	0.00%	0	0.00%
M1: Harlem Gentry	0	0.00%	0	0.00%	0	0.00%
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 Q4

	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	6,763	18.32%	18,177	16.55%	22,057	14.55%
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%	2,485	1.64%
O5: Centurions	0	0.00%	8	0.01%	2,242	1.48%
O6: Legacy Years	1,304	3.53%	2,390	2.18%	5,480	3.62%
O7: Collegians	0	0.00%	6,808	6.20%	6,808	4.49%

Weekly Consumer Spending Patterns		Per Household		Per Household		Per Household
Alcoholic beverages	$192,515	$12.75	$550,686	$12.59	$759,891	$12.63
Total Apparel and services	$451,534	$29.90	$1,288,458	$29.46	$1,785,175	$29.68
Cash contributions	$704,151	$46.63	$2,041,367	$46.68	$2,805,270	$46.63
Total Education	$186,004	$12.32	$551,283	$12.61	$758,037	$12.60
Total Entertainment	$919,124	$60.87	$2,616,069	$59.82	$3,617,753	$60.14
Total Food	$2,670,694	$176.86	$7,565,384	$173.01	$10,493,619	$174.44
Total Health care	$1,547,610	$102.49	$4,351,820	$99.52	$6,015,857	$100.00
Total Housing	$4,095,584	$271.22	$11,602,316	$265.32	$16,069,825	$267.13
Total Personal care products and services	$241,908	$16.02	$688,572	$15.75	$953,188	$15.85
Personal insurance	$143,471	$9.50	$409,813	$9.37	$565,382	$9.40
Total Reading	$25,570	$1.69	$72,586	$1.66	$100,325	$1.67
Total Tobacco products and smoking supplies	$104,749	$6.94	$290,055	$6.63	$408,988	$6.80
Total Transportation	$3,582,207	$237.22	$10,203,538	$233.34	$14,117,734	$234.68
Cash gifts	$190,253	$12.60	$560,428	$12.82	$768,496	$12.78

Demographics around 7435 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 Americas 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.

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.

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.

C2: Managing Business

Managing Business neighborhoods are largely 30- somethings, but also have an above- average number of residents over 65- years- old. This demographic measurement no doubt contributes to these areas slightly below- national- average percentage of families with children and slight up- tick in widows and widowers. As a result, it's easy to imagine that the younger residents may help the older ones with small home repairs, while the older residents may water plants when their younger neighbors go on vacations. Naturally this demographic impacts the areas' higher- than- average level of social- security income. This, combined with an on- average level of salaries from middle- class, white- collar jobs, and a slightly higher level of interest/dividend income, puts residents in Managing Business areas at a comfortable $50,000 and $60,000 income range. For those still in the workforce, the above- average occupation categories include: office administration, protective services, and repair services. As a group, these Urban Cliff Dwellers have some minimal level of college education.

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.

D1: Gray Eminence

The median age of Gray Eminence neighborhoods is 40- years- old, but their residents are aging. In fact, they already house a significantly high number of retirees. While the highly urban Gray Eminence areas are right- on- average with traditional married- couples, they have less- children- than- average. They also have a high (and likely growing) number of widows and widowers. These middle- class, white- collar neighborhoods in the Seasoned Urban Dwellers category have an average level of college- educated residents. This speaks to their average- level of denizens employed in middle- class management and professional occupations, along with the traditional service industry occupations. Their working- class status has put them in a comfortable $50,000s to $60,000s income range, the sources of which include salaries, interest/dividends, and social security/retirement income. It's easy to picture these residents gracefully living into their advancing years.

C1: Social Whirls

Enjoying their very comfortable $50,000 to $60,000 income range, the married- with- children residents of highly urban Social Whirls neighborhoods within the Urban Cliff Dwellers category will have plenty to keep them busy and spending on in the coming years, as their children continuing to grow into their teenage years. Although these areas' residents depend on wages to pay their bills, they also enjoy a slightly above- the- national- average income from interest/dividends. This is likely to help make the extra car payments for their teenagers and start college funds. Though their occupation categories span the range of typical middle- class white- collar jobs, they tip slightly above- average in a few categories, including protective services, office administration, and repair services. The higher salaries of the residents speak to the fact that some residents have some level of college education.

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 predominantly 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.

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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).

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.

F2: SM Seeks SF

SM Seeks SF neighborhoods are characterized largely by their 50- percent- higher- than- average level of singles who have never been married. Not only that, but they rank at more than two- times- the- average in non- family households. Some of the households in these highly urban areas have children, but only a few. Owing to their never- married status and relatively young age (20s and 30s), it's logical to assume that this group is in the market to change their single status into married- coupledom. As a result, they may seek out free- time activities with groups of young adults, but they have not put their lives on hold until they find a mate. Instead, they're likely spending equal amounts of time and money socializing and creating comfortable lifestyles. The residents have an average level of college education and have incomes in the $30,000s and $40,000s. In these Going it Alone neighborhoods, income is generated almost exclusively from salaries in white- collar occupations such as food preparation, maintenance, personal care, and healthcare. In fact, they measure at a 50- percent- higher- than- average level of food preparation jobs. Overall, they only show a slightly above- average level of income from public assistance - no doubt to help those with children- but- no- partner help make their single- incomes stretch to cover the essentials of life.