

Demographic Detail Report

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

	1 Mile		3 Miles		5 Miles	
Population						
2024 Population	457	---	18,265	---	44,320	---
2029 Projected Population	533	---	20,141	---	48,798	---
2029 Projected Population (High Estimate)	678	---	20,954	---	50,670	---
2029 Projected Population (Low Estimate)	437	---	18,259	---	44,440	---
% Projected Annual Change (2024 - 2029)	3.3%	---	2.1%	---	2.0%	---
% Projected Annual Change (High Estimate)	9.6%	---	2.9%	---	2.9%	---
% Projected Annual Change (Low Estimate)	-0.9%	---	0.0%	---	0.1%	---
2000 Census Population	238	---	9,994	---	22,630	---
2010 Census Population	399	---	17,072	---	41,433	---
% Annual Change (2010 - 2024)	1.0%	---	0.5%	---	0.5%	---
Population Density	254		663		622	
Land Area (Square Miles)	1.80		27.56		71.31	
Households						
2024 Households	213	---	7,663	---	18,389	---
2029 Projected Households	249	---	8,457	---	20,297	---
% Projected Annual Change (2024 - 2029)	3.4%	---	2.1%	---	2.1%	---
2000 Households	95	---	3,897	---	8,697	---
2010 Households	184	---	7,150	---	17,118	---
% Annual Change (2010 - 2024)	6.7%	---	6.0%	---	6.9%	---
Growth Stability Indicator (-1 to +1)	-0.1256	---	0.0113	---	0.0205	---
Daytime Population						
Daytime Population	996	---	19,698	---	47,871	---
Children at Home	15	---	658	---	1,528	---
Students	136	---	4,187	---	9,898	---
Work at Home	43	---	1,022	---	2,763	---
Homemakers	15	---	1,388	---	4,838	---
Retired/Disabled Population	134	---	5,577	---	12,656	---
Unemployed	6	---	236	---	514	---

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	1 Mile		3 Miles		5 Miles	
Total Population by Age						
Average Age (2024)	48.1		45.4		45.7	
Children (2024)						
0 - 4 Years	20	4.5%	875	4.8%	2,032	4.6%
5 - 9 Years	16	3.4%	911	5.0%	2,065	4.7%
10 - 13 Years	18	3.8%	788.6	4.3%	1,808	4.1%
14 - 17 Years	18	3.9%	835	4.6%	2,160	4.9%
Adults (2024)						
18 - 21 Years	19	4.1%	809	4.4%	2,204	5.0%
22 - 24 Years	14	3.0%	571	3.1%	1,603	3.6%
25 - 34 Years	52	11.3%	1,878	10.3%	4,591	10.4%
35 - 44 Years	46	10.2%	2,120	11.6%	4,895	11.0%
45 - 54 Years	42	9.2%	1,935	10.6%	4,630	10.4%
55 - 64 Years	67	14.7%	2,430	13.3%	5,705	12.9%
65 - 74 Years	74	16.2%	2,708	14.8%	6,232	14.1%
75 - 84 Years	48	10.5%	1,907	10.4%	4,896	11.0%
85+ Years	24	5.2%	496	2.7%	1,497	3.4%
Age, Female (2024)						
0 - 4 Years	10	2.2%	433	2.4%	1,002	2.3%
5 - 9 Years	8	1.7%	441	2.4%	1,029	2.3%
10 - 13 Years	8	1.8%	389	2.1%	878	2.0%
14 - 17 Years	9	1.9%	401	2.2%	996	2.2%
18 - 21 Years	9	2.0%	394	2.2%	1,079	2.4%
22 - 24 Years	7	1.5%	283	1.5%	846	1.9%
25 - 34 Years	25	5.4%	952	5.2%	2,305	5.2%
35 - 44 Years	25	5.4%	1,127	6.2%	2,591	5.8%
45 - 54 Years	22	4.8%	1,040	5.7%	2,446	5.5%
55 - 64 Years	36	7.8%	1,334	7.3%	3,084	7.0%
65 - 74 Years	42	9.2%	1,525	8.3%	3,498	7.9%
75 - 84 Years	29	6.4%	1,078	5.9%	2,754	6.2%
85+ Years	17	3.7%	298	1.6%	919	2.1%
% of Population, Female		53.6%		53.1%		52.9%
Average Age, Female	50.3	---	46.8	---	47.0	---

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	1 Mile		3 Miles		5 Miles	
Age, Male						
0 - 4 Years	11	2.3%	442	2.4%	1,030	2.3%
5 - 9 Years	8	1.8%	470	2.6%	1,036	2.3%
10 - 13 Years	9	2.1%	399	2.2%	930	2.1%
14 - 17 Years	9	2.1%	434	2.4%	1,165	2.6%
18 - 21 Years	10	2.1%	416	2.3%	1,126	2.5%
22 - 24 Years	7	1.5%	288	1.6%	758	1.7%
25 - 34 Years	27	5.9%	927	5.1%	2,286	5.2%
35 - 44 Years	22	4.8%	993	5.4%	2,304	5.2%
45 - 54 Years	20	4.3%	895	4.9%	2,183	4.9%
55 - 64 Years	32	6.9%	1,096	6.0%	2,622	5.9%
65 - 74 Years	32	7.1%	1,183	6.5%	2,734	6.2%
75 - 84 Years	19	4.1%	829	4.5%	2,142	4.8%
85+ Years	7	1.5%	197	1.1%	577	1.3%
% of Population, Male		46.4%		46.9%		47.1%
Average Age, Male	45.4	---	43.8	---	44.1	---
Income (2024)						
Per Capita Income	\$47,828	---	\$43,821	---	\$47,032	---
Average Household Income	\$102,694	---	\$104,441	---	\$113,355	---
Median Household Income	\$79,920	---	\$88,523	---	\$94,547	---
Less than \$15,000	13	5.9%	527	6.9%	1,114	6.1%
\$15,000 - \$19,999	3	1.2%	76	1.0%	228	1.2%
\$20,000 - \$24,999	3	1.5%	215	2.8%	539	2.9%
\$25,000 - \$29,999	5	2.3%	210	2.7%	471	2.6%
\$30,000 - \$34,999	8	3.8%	250	3.3%	534	2.9%
\$35,000 - \$39,999	5	2.6%	198	2.6%	479	2.6%
\$40,000 - \$44,999	6	2.9%	152	2.0%	456	2.5%
\$45,000 - \$49,999	29	13.7%	261	3.4%	623	3.4%
\$50,000 - \$54,999	5	2.5%	216	2.8%	483	2.6%
\$55,000 - \$59,999	7	3.4%	242	3.2%	532	2.9%
\$60,000 - \$64,999	7	3.2%	278	3.6%	631	3.4%
\$65,000 - \$69,999	6	2.7%	260	3.4%	629	3.4%
\$70,000 - \$79,999	7	3.5%	466	6.1%	1,137	6.2%

Demographics around 1205 Lightfoot Rd, Williamsburg, Virginia 23188, United States



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	1 Mile		3 Miles		5 Miles	
\$80,000 - \$89,999	7	3.5%	503	6.6%	1,163	6.3%
\$90,000 - \$99,999	7	3.1%	418	5.5%	957	5.2%
\$100,000 - \$125,000	25	11.9%	1,031	13.5%	2,139	11.6%
\$125,000 - \$149,999	22	10.2%	709	9.3%	1,585	8.6%
\$150,000 - \$199,999	27	12.5%	933	12.2%	2,728	14.8%
\$200,000 - \$249,999	11	5.3%	403	5.3%	1,102	6.0%
\$250,000 - \$499,999	5	2.2%	173	2.3%	471	2.6%
\$500,000+	4	1.9%	144	1.9%	391	2.1%
Income (2029 Projected)						
Per Capita Income	\$52,672	---	\$48,558	---	\$52,231	---
Average Household Income	\$112,507	---	\$115,646	---	\$125,576	---
Median Household Income	\$88,640	---	\$98,163	---	\$105,489	---
Education (2024)						
Less than 9th Grade	3	0.9%	214	1.6%	347	1.1%
Some High School	6	1.7%	476	3.5%	1,017	3.1%
High School Grad	75	21.1%	3,063	22.7%	6,914	21.3%
Some College	63	17.9%	2,706	20.1%	6,120	18.9%
Associate Degree	51	14.6%	1,560	11.6%	3,320	10.2%
Bachelors Degree	94	26.6%	3,194	23.7%	8,329	25.7%
Masters Degree	47	13.3%	1,647	12.2%	4,686	14.4%
Doctorate or Professional Degree	14	4.0%	615	4.6%	1,713	5.3%
Population by Race/Ethnicity (2024)						
Race Excluding Hispanic Ethnic Group						
White	365	79.9%	13,079	71.6%	32,435	73.2%
Black	34	7.5%	2,962	16.2%	6,717	15.2%
Asian	19	4.1%	459	2.5%	1,195	2.7%
Other	39	8.5%	1,764	9.7%	3,972	9.0%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	361	79.0%	12,731	69.7%	31,733	71.6%
Hispanic	19	4.1%	1,021	5.6%	2,339	5.3%
Black, Non-Hispanic	34	7.4%	2,920	16.0%	6,597	14.9%
Asian, Non-Hispanic	18	4.0%	456	2.5%	1,184	2.7%
Other, Non-Hispanic	25	5.4%	1,137	6.2%	2,467	5.6%

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	1 Mile		3 Miles		5 Miles	
Population by Race/Ethnicity (2029 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	421	92.1%	14,066	77.0%	34,992	79.0%
Hispanic	22	4.8%	1,126	6.2%	2,572	5.8%
Black, Non-Hispanic	40	8.7%	3,209	17.6%	7,240	16.3%
Asian, Non-Hispanic	22	4.7%	502	2.7%	1,304	2.9%
Other, Non-Hispanic	28	6.2%	1,237	6.8%	2,691	6.1%
Language at Home (2024)						
Spanish	14	3.1%	455	2.6%	1,082	2.6%
Asian/Pacific Language	7	1.7%	208	1.2%	734	1.7%
European/Indo-European	14	3.1%	251	1.4%	789	1.9%
Arabic	0	0.0%	71	0.4%	143	0.3%
Other Non-English	0	0.0%	120	0.7%	198	0.5%
Family Structure (2024)						
Male Householder, No Children	3	2.7%	88	1.6%	210	1.6%
Female Householder, No Children	3	2.3%	264	4.7%	815	6.0%
Single Parent - Male	0	0.1%	206	3.6%	280	2.1%
Single Parent - Female	1	0.9%	404	7.2%	955	7.1%
Married w/ Children	18	13.7%	1,275	22.6%	2,948	21.8%
Married w/out Children	86	66.0%	3,039	53.8%	7,444	55.1%
Non-family Households	19	14.4%	372	6.6%	850	6.3%
Household Size (2024)						
1 Person	83	39.0%	2,014	26.3%	4,886	26.6%
2 Persons	76	35.6%	3,160	41.2%	7,564	41.1%
3 Persons	24	11.5%	1,114	14.5%	2,617	14.2%
4 Persons	17	8.1%	835	10.9%	1,987	10.8%
5 Persons	7	3.4%	342	4.5%	819	4.5%
6 Persons	3	1.2%	121	1.6%	323	1.8%
7+ Persons	2	1.2%	78	1.0%	193	1.1%

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	1 Mile		3 Miles		5 Miles	
Housing (2024)						
Owner-Occupied	109	34.0%	5,459	64.6%	12,999	63.6%
Renter-Occupied	104	32.5%	2,204	26.1%	5,389	26.4%
Vacant	108	33.6%	785	9.3%	2,050	10.0%
Components of Change (2024)						
Births	4	0.9%	172	0.9%	409	0.9%
Deaths	7	1.6%	234	1.3%	582	1.3%
Migration	-32	-7.0%	-6	0.0%	260	0.6%
Other Population (2024)						
Seasonal Population	15	---	131	---	422	---
Transient Population	77	---	875	---	2,638	---
Group Quarters Population	1	---	25	---	1,236	---
Institutionalized	0	---	0	---	562	---
College	0	---	0	---	616	---
Military	0	---	0	---	0	---
Other	1	---	25	---	58	---
Home Value (2024)						
Median Home Value	\$447,576	---	\$453,705	---	\$517,408	---
Average Home Value	\$429,931	---	\$429,500	---	\$478,354	---
Under \$20,000	1	0.7%	24	0.4%	41	0.3%
\$20,000 to \$40,000	0	0.0%	10	0.2%	18	0.1%
\$40,000 to \$60,000	0	0.0%	46	0.8%	47	0.4%
\$60,000 to \$80,000	0	0.0%	24	0.4%	71	0.5%
\$80,000 to \$100,000	0	0.0%	0	0.0%	0	0.0%
\$100,000 to \$125,000	1	1.1%	12	0.2%	70	0.5%
\$125,000 to \$150,000	1	1.4%	37	0.7%	74	0.6%
\$150,000 to \$200,000	3	2.8%	126	2.3%	230	1.8%
\$200,000 to \$250,000	6	5.7%	369	6.8%	575	4.4%
\$250,000 to \$300,000	6	5.3%	433	7.9%	881	6.8%
\$300,000 to \$400,000	20	18.0%	1,207	22.1%	2,434	18.7%
\$400,000 to \$500,000	36	32.6%	1,380	25.3%	2,827	21.7%
\$500,000 to \$750,000	20	18.2%	1,261	23.1%	3,479	26.8%
\$750,000 to \$1,000,000	14	12.9%	448	8.2%	1,633	12.6%
\$1,000,000 or more	1	1.2%	38	0.7%	370	2.8%

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	1 Mile		3 Miles		5 Miles	
Vehicles Per Household (2024)						
No Vehicle	40	18.8%	467	6.1%	945	5.1%
1 Vehicle	68	31.8%	2,606	34.0%	6,233	33.9%
2 Vehicles	54	25.5%	2,808	36.6%	6,785	36.9%
3 Vehicles	31	14.5%	1,145	14.9%	3,162	17.2%
4 Vehicles	14	6.5%	466	6.1%	944	5.1%
5 or more Vehicles	6	3.0%	171	2.2%	320	1.7%
Economic Indicators (2024)						
Gross Domestic Product (GDP) - in 1,000s	\$43,376	---	\$1,374,068	---	\$3,575,357	---
Economic Viability	242	---	262	---	259	---
Economic Viability, Indexed	90	---	97	---	96	---
Average Salary	\$52,138	---	\$46,159	---	\$48,038	---
Average Mortgage-Risk	3.54	---	3.42	---	3.34	---
Businesses (2024)						
Establishments	56	---	632	---	1,419	---
Employees (FTEs)	647	---	6,629	---	15,675	---
Employment, Pop 16+ (2024)						
Armed Forces	6	1.4%	234	1.5%	463	1.2%
Civilian	235	59.4%	9,296	60.9%	20,542	55.0%
Employed	229	58.0%	9,060	59.3%	20,029	53.6%
Unemployed	6	1.4%	236	1.5%	514	1.4%
Not in Labor Force	161	40.6%	5,977	39.1%	16,790	45.0%
Unemployment Rate (2024)						
		2.4%		2.5%		2.5%
Employment by Industry (2024)						
Agriculture, Mining and Construction	13	5.8%	736	8.1%	1,517	7.6%
Manufacturing	29	12.8%	605	6.7%	1,296	6.5%
Transportation	2	0.7%	228	2.5%	609	3.0%
Information	3	1.2%	38	0.4%	132	0.7%

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Wholesale-Retail	19	8.1%	1,348	14.9%	2,564	12.8%
Finance, Insurance, and Real Estate	10	4.5%	402	4.4%	1,248	6.2%
Professional Services	24	10.3%	778	8.6%	1,752	8.7%
Management Services	0	0.0%	0	0.0%	4	0.0%
Administration and Waste Services	8	3.4%	342	3.8%	593	3.0%
Educational Services	70	30.7%	2,319	25.6%	5,021	25.1%
Entertainment Services	14	6.1%	1,153	12.7%	2,838	14.2%
Other Professional Services	10	4.4%	306	3.4%	926	4.6%
Public Administration	27	12.0%	805	8.9%	1,529	7.6%
Employment by Occupation (2024)	---	---	---	---	---	---
White Collar						
Managerial and Executive	37	16.3%	1,255	13.8%	3,413	17.0%
Professional Specialty	99	43.2%	2,455	27.1%	5,602	28.0%
Healthcare and Support	0	0.0%	334	3.7%	576	2.9%
Sales	28	12.4%	1,199	13.2%	2,571	12.8%
Office and Administration	9	4.0%	848	9.4%	1,783	8.9%
Blue Collar						
Protective Services	7	2.8%	412	4.5%	619	3.1%
Food Preparation and Serving	9	3.8%	552	6.1%	1,007	5.0%
Building Maintenance and Cleaning	10	4.6%	277	3.1%	694	3.5%
Personal Care Services	10	4.5%	426	4.7%	1,014	5.1%
Farming, Fishing & Forestry	0	0.0%	43	0.5%	44	0.2%
Construction	11	5.0%	717	7.9%	1,276	6.4%
Production & Transportation	8	3.3%	543	6.0%	1,428	7.1%
School Enrollment (2024)						
Nursery School/Pre-school	0	0.0%	343	1.9%	692	1.6%
Kindergarten/Elementary School	35	7.7%	1,809	9.9%	4,434	10.0%
High School	10	2.2%	786	4.3%	1,824	4.1%
College/Graduate/Professional School	32	7.0%	1,338	7.3%	3,549	8.0%
Not Enrolled	380	83.1%	13,989	76.6%	33,820	76.3%

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Travel Time to Work						
Less than 10 minutes	16	12.2%	893	12.9%	2,265	13.7%
10 to 14 minutes	22	16.7%	1,425	20.6%	2,922	17.6%
15 to 19 minutes	27	20.7%	1,345	19.4%	3,077	18.6%
20 to 24 minutes	14	10.9%	710	10.3%	2,057	12.4%
25 to 29 minutes	1	0.8%	336	4.9%	689	4.2%
30 to 34 minutes	16	12.2%	451	6.5%	1,088	6.6%
35 to 44 minutes	13	10.3%	598	8.6%	1,449	8.7%
45 to 59 minutes	8	6.5%	566	8.2%	1,615	9.7%
60 or more minutes	13	9.7%	593	8.6%	1,407	8.5%
Average travel time to work in minutes	10.0	---	22.3	---	22.1	---

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%	1,470	8.04%	1,470	3.33%
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%	540	1.22%
B4: Middle of the Road	0	0.00%	0	0.00%	0	0.00%
B5: White Collar Starts	0	0.00%	1,166	6.37%	1,443	3.27%
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	0	0.00%	0	0.00%	842	1.91%
C3: Nest Builders	0	0.00%	1,243	6.80%	1,243	2.81%
C4: Gainfully Employed	0	0.00%	0	0.00%	1,240	2.81%
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	0	0.00%	711	3.89%	1,764	3.99%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	0	0.00%	226	1.23%	833	1.89%

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	1 Mile		3 Miles		5 Miles	
E2: Wizards	0	0.00%	184	1.01%	2,751	6.23%
E3: Apprentices	0	0.00%	0	0.00%	0	0.00%
F1: Hard Act to Follow	0	0.00%	724	3.96%	2,277	5.16%
F2: SM Seeks SF	0	0.00%	0	0.00%	0	0.00%
F3: Solo Acts	0	0.00%	0	0.00%	718	1.63%
F4: Down But Not Out	0	0.00%	1,005	5.49%	1,885	4.27%
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%	1,689	9.24%	2,013	4.56%
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%	684	1.55%
I4: Kith and Kin	0	0.00%	0	0.00%	765	1.73%
I5: Sublime Suburbia	0	0.00%	289	1.58%	2,191	4.96%
J1: Stocks and Scholars	0	0.00%	0	0.00%	1,084	2.45%
J2: Marmalade & Money	0	0.00%	0	0.00%	0	0.00%
J3: Stately Suburbs	0	0.00%	2,036	11.13%	2,036	4.61%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	0	0.00%	0	0.00%	0	0.00%
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	162	32.63%	1,869	10.22%	3,250	7.36%
L2: Fertile Acres	0	0.00%	0	0.00%	550	1.24%
L3: Bread Basket	0	0.00%	0	0.00%	0	0.00%
L4: Farmers Circle	0	0.00%	617	3.37%	617	1.40%
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, 2024 Q2

	1 Mile		3 Miles		5 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	0	0.00%	1,431	7.82%	8,651	19.59%
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	334	67.37%	3,631	19.85%	4,470	10.12%
O7: Collegians	0	0.00%	0	0.00%	843	1.91%

	Per Household		Per Household		Per Household	
Weekly Consumer Spending Patterns						
Alcoholic beverages	\$1,585	\$7.44	\$62,512	\$8.16	\$148,640	\$8.08
Total Apparel and services	\$6,232	\$29.26	\$245,479	\$32.03	\$585,590	\$31.85
Cash contributions	\$10,057	\$47.22	\$397,510	\$51.87	\$956,921	\$52.04
Total Education	\$3,002	\$14.09	\$118,020	\$15.40	\$286,978	\$15.61
Total Entertainment	\$12,071	\$56.67	\$477,548	\$62.31	\$1,140,935	\$62.05
Total Food	\$36,164	\$169.79	\$1,435,241	\$187.28	\$3,413,177	\$185.61
Total Health care	\$21,189	\$99.48	\$827,812	\$108.02	\$1,959,848	\$106.58
Total Housing	\$56,023	\$263.03	\$2,206,016	\$287.86	\$5,256,071	\$285.83
Total Personal care products and services	\$3,414	\$16.03	\$135,160	\$17.64	\$321,978	\$17.51
Personal insurance	\$1,970	\$9.25	\$77,542	\$10.12	\$186,966	\$10.17
Total Reading	\$351	\$1.65	\$13,439	\$1.75	\$32,144	\$1.75
Total Tobacco products and smoking supplies	\$1,338	\$6.28	\$53,901	\$7.03	\$125,052	\$6.80
Total Transportation	\$50,778	\$238.40	\$2,030,797	\$265.00	\$4,843,795	\$263.41
Cash gifts	\$3,233	\$15.18	\$131,072	\$17.10	\$314,061	\$17.08

Demographics around 1205 Lightfoot Rd, Williamsburg, Virginia 23188, United States

LandScape Descriptions (Trade Area 1 Only)

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.

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 commonalities 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 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.

Demographics around 1205 Lightfoot Rd, Williamsburg, Virginia 23188, United States

O3: Group Quarters

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single-family home renters. It's logical to imagine this group being much more transient than home-owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median-age in the 30s, very few children, more singles than married-couples, and a two-times-the-national-average level of people with less-than-high-school educations. Income for these rental-housing residents ranks 50-percent-higher-than-average on public-assistance. However, many of the residents are employed in blue-collar jobs, such as farming/fishing/forestry (nearly four-times-average), protective services (nearly two-and-a-half-times-average), and healthcare support, building maintenance, and transportation (all about 25-percent-above-average). Incomes are in the high-\$30,000s and \$40,000s ranges.

O2: East Meets West

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national-average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near-average levels in married-couple-with-children household compositions, and have averages standings in all age ranges for kids. Some differences-from-the-average include: over 25-percent-average number of people with less-than-high-school educations, nearly 25-percent-average number of single-males-without-children, and nearly two-times-average level of public-assistance income. However, the median income range for East Meets West is quite high at \$50,000s and \$60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where they hold both blue-and-white-collar jobs.

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.

N5: Los Solteros

#N/A

Demographics around 1205 Lightfoot Rd, Williamsburg, Virginia 23188, United States

N5: Los Solteros

#N/A

N4: Los Padrinos

#N/A

N3: Los Novios

#N/A

N2: Los Padres

#N/A