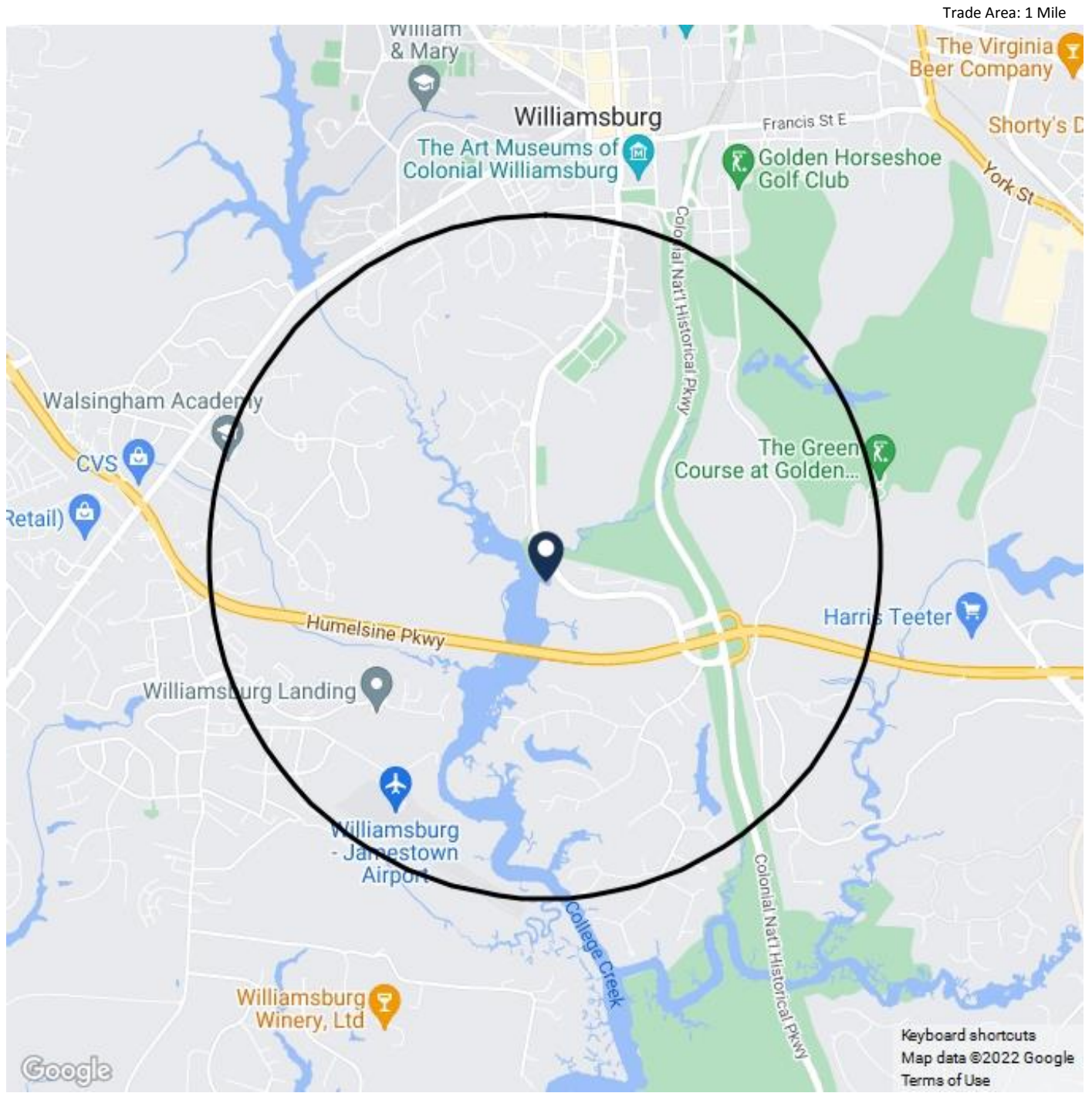
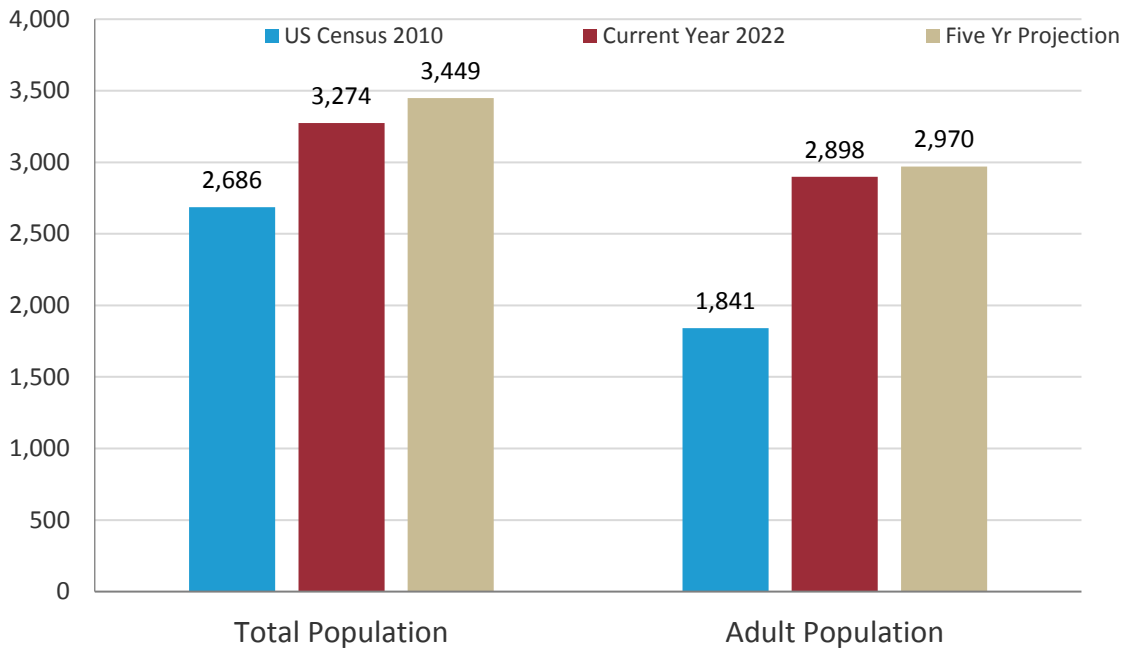


# Demographics for 1090 S Henry St, Williamsburg, Virginia 23185, United States

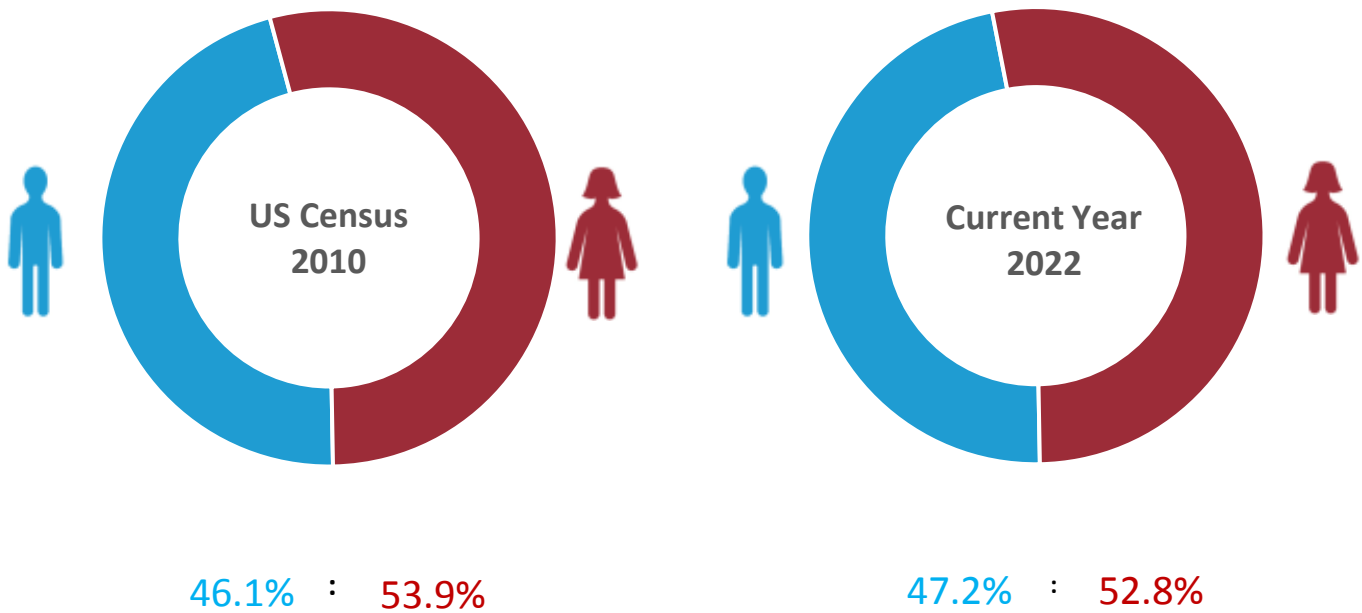


# Population Charts

## Population

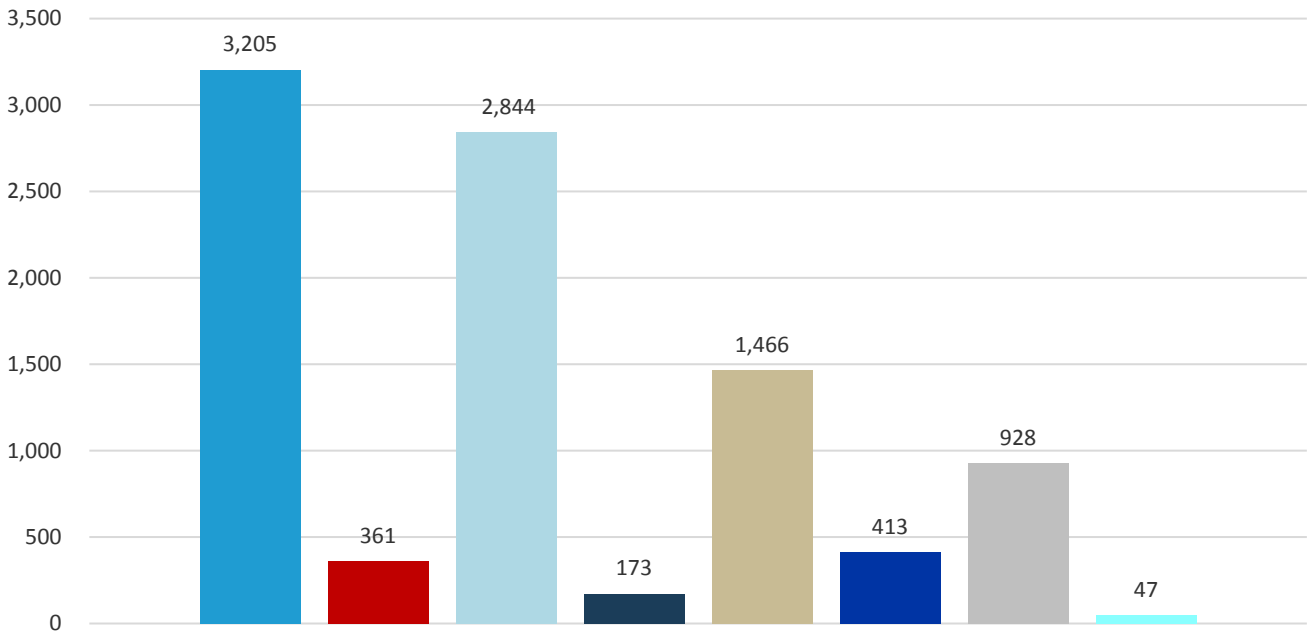


## Female/Male Ratio

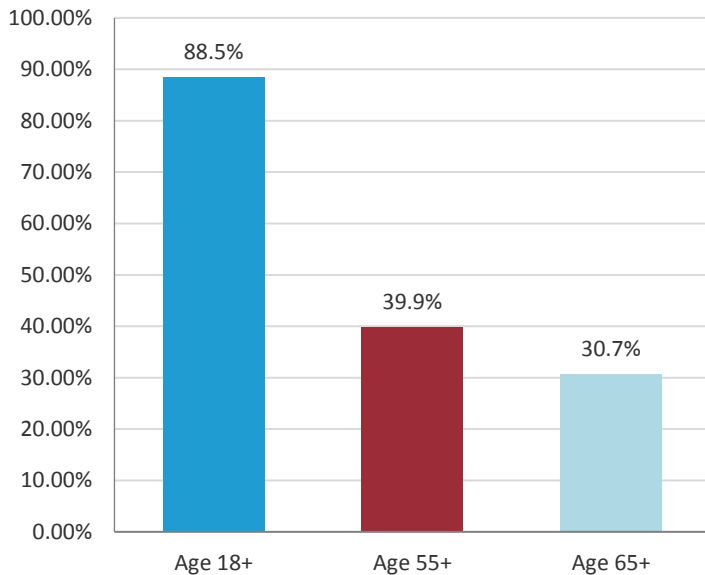


## Daytime Population

- Daytime Population
- Population 16 and Under
- Daytime Population, Over Age 16
- Work at Home
- Civilian Population, Age 16+ at Workplace
- Homemakers
- Retired/Disabled Population
- Unemployed



## Age



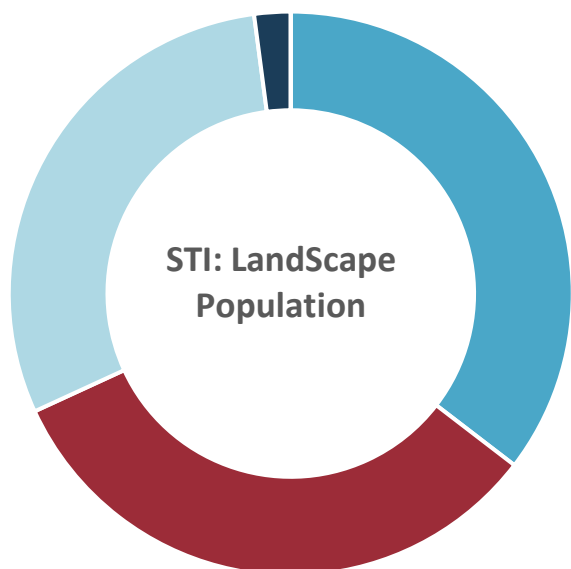
Median Age, Total

**40.6**

### Age Demographics

- 88.52% Age 18+
- 39.87% Age 55+
- 30.68% Age 65+

## Population STI: LandScape (Current Year)



### Top Six Segments:

- 35.4% Apprentices (E3)
- 32.7% Golden Heritage (O1)
- 29.8% Sitting Pretty (B2)
- 2.1% Collegians (O7)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)

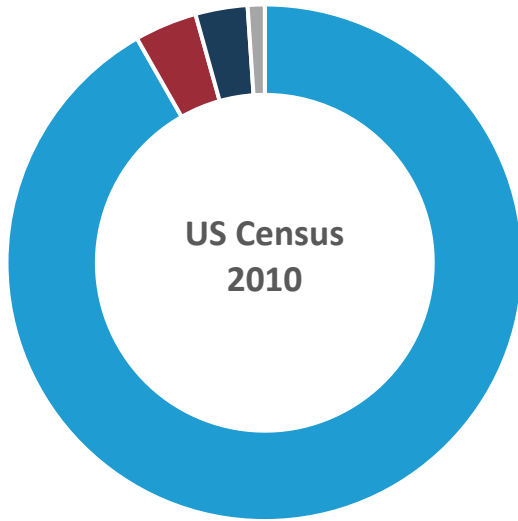
### Other top segments:

- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)
- 0.0% Los Trabajadores (N6)
- 0.0% Los Solteros (N5)
- 0.0% Los Padrinos (N4)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Apprentices (E3)	\$78K	36.4	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
Sitting Pretty (B2)	\$70K	35.4	Urban	Married	White	Some Children	College/Trade Schools	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Centurions (O5)	\$49K	24.7	Urban	Married	Diverse	Families	College/Trade Schools	Blue/White Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Group Quarters (O3)	\$40K	37.3	Urban	Single	Diverse	None	High School	Blue Collar
East Meets West (O2)	\$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar
Los Trabajadores (N6)	\$34K	30.1	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Los Solteros (N5)	\$41K	34	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Los Padrinos (N4)	\$45K	39.6	Urban	Single	Hispanic	Families	High School	Blue Collar

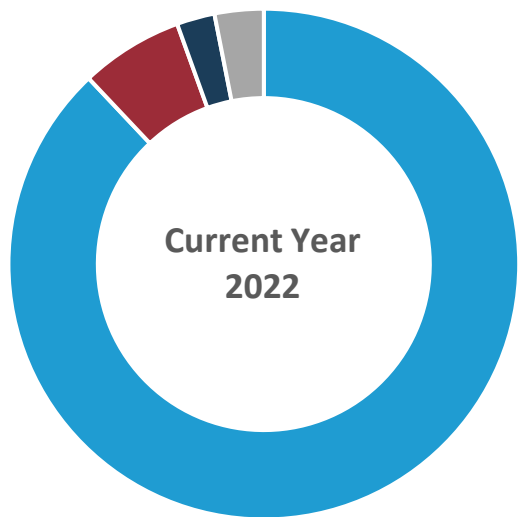
Please refer to the end of this report for full descriptions.

## Ethnicity (Not Hispanic/Latino)



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

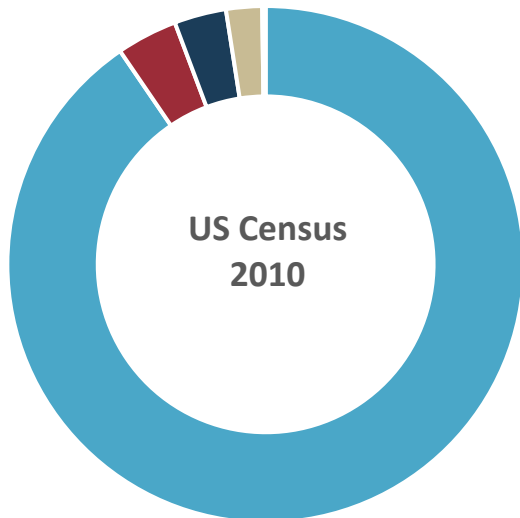
- 90.00% White
- 3.84% Black/African American
- 3.20% Asian
- 1.05% Other



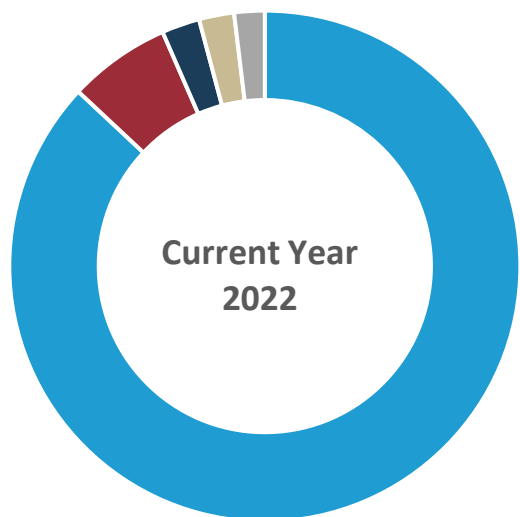
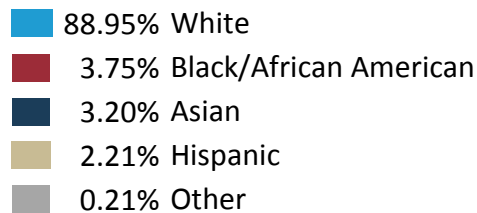
### Current Year (Not Hispanic/Latino)

- 87.97% White
- 6.52% Black/African American
- 2.41% Asian
- 3.10% Other

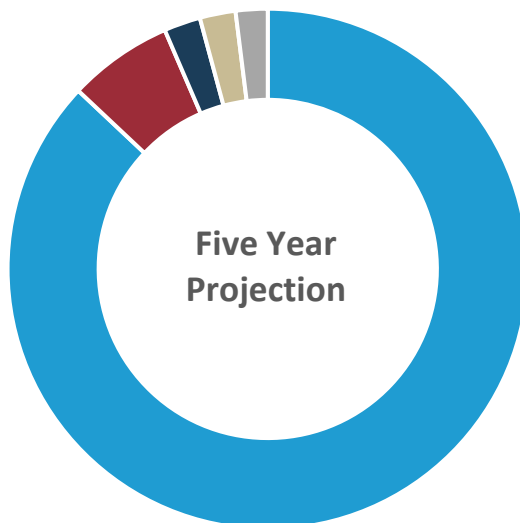
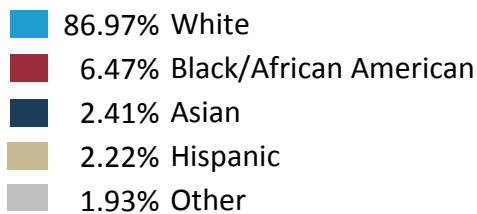
## Ethnicity (Hispanic/Latino)



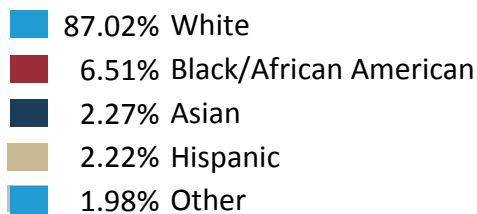
### 2010 US Census (Hispanic/Latino)



### Current Year (Hispanic/Latino)



### Five Year Projection (Hispanic/Latino)



## Housing & Households

**2.9**

Land Area

**1,492**

Total Households

**1,703**

Total Housing Units

**1,575**

Total Households

5 Year Projection



**952**

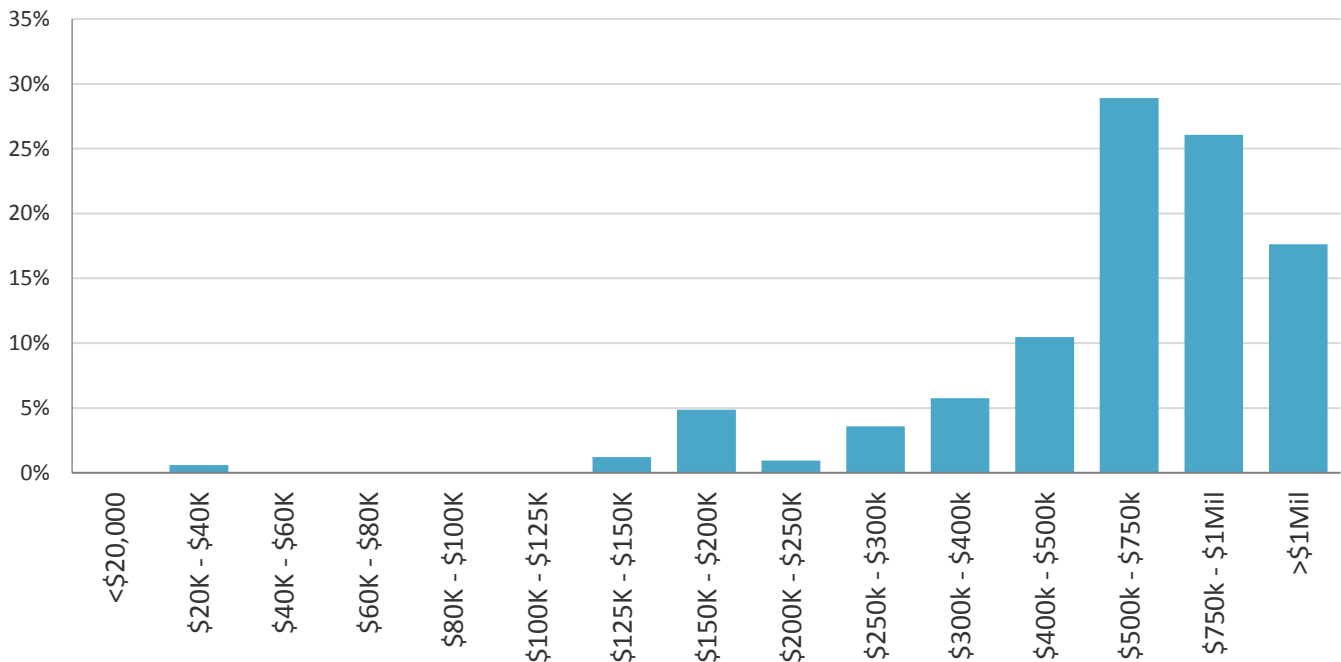
Owner-Occupied



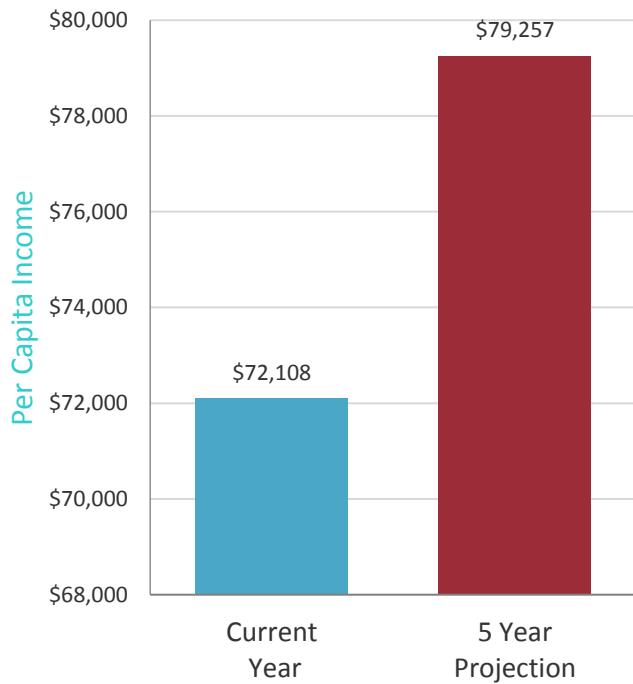
**539**

Renter-Occupied

## Housing Value (Current Year)



## Income



Average Household Income

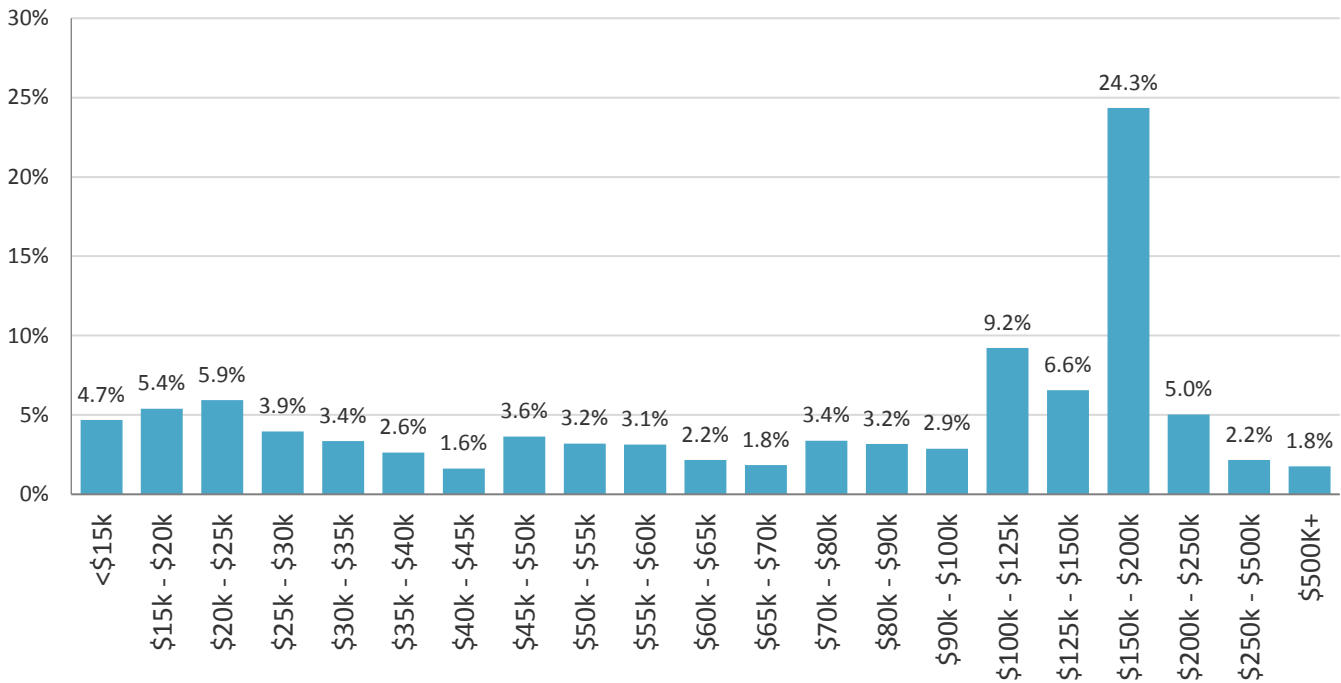
**\$158,279**

Median Household Income

**\$91,608**

Based on Total Population

## Households by Income (Current Year)





## Education (Current Year)

### Education



**2,611**

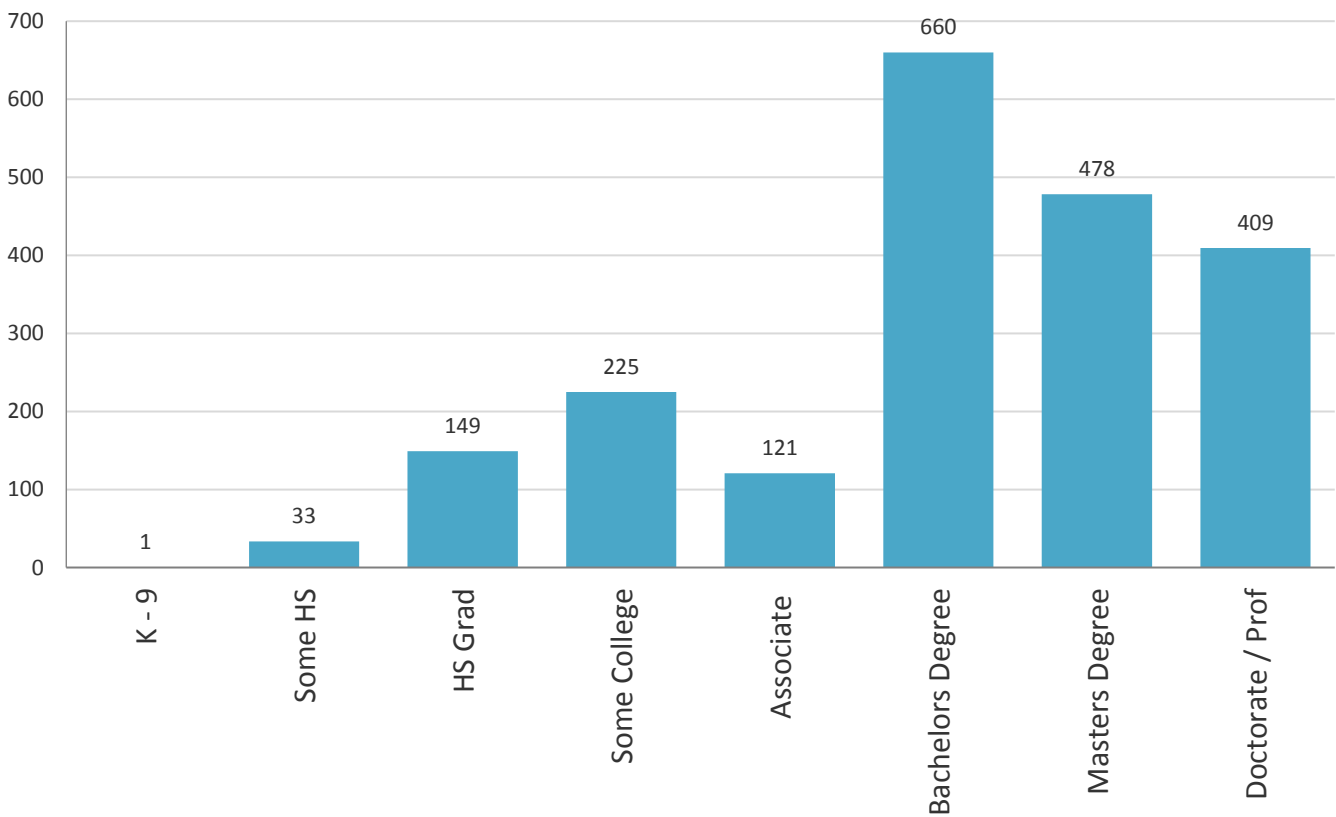
College undergraduate



**1,640**

Graduate or prof degree

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



# Employment and Occupation

## Employment and Occupation

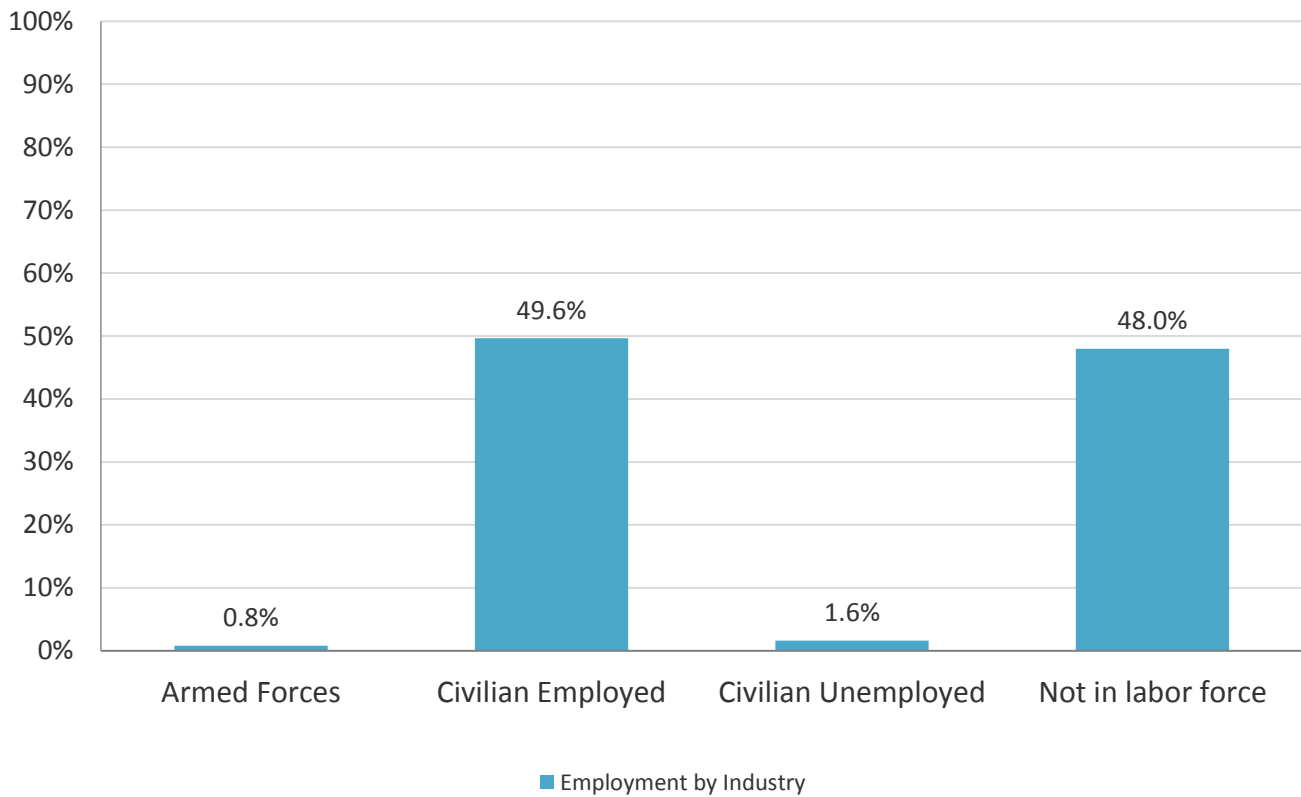
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**2,931**

Current Year

## Employment by Industry



## Transportation to Work (Current Year)



**1,125**

Total Workers 16+



**880**

Car, Truck or Van



**11**

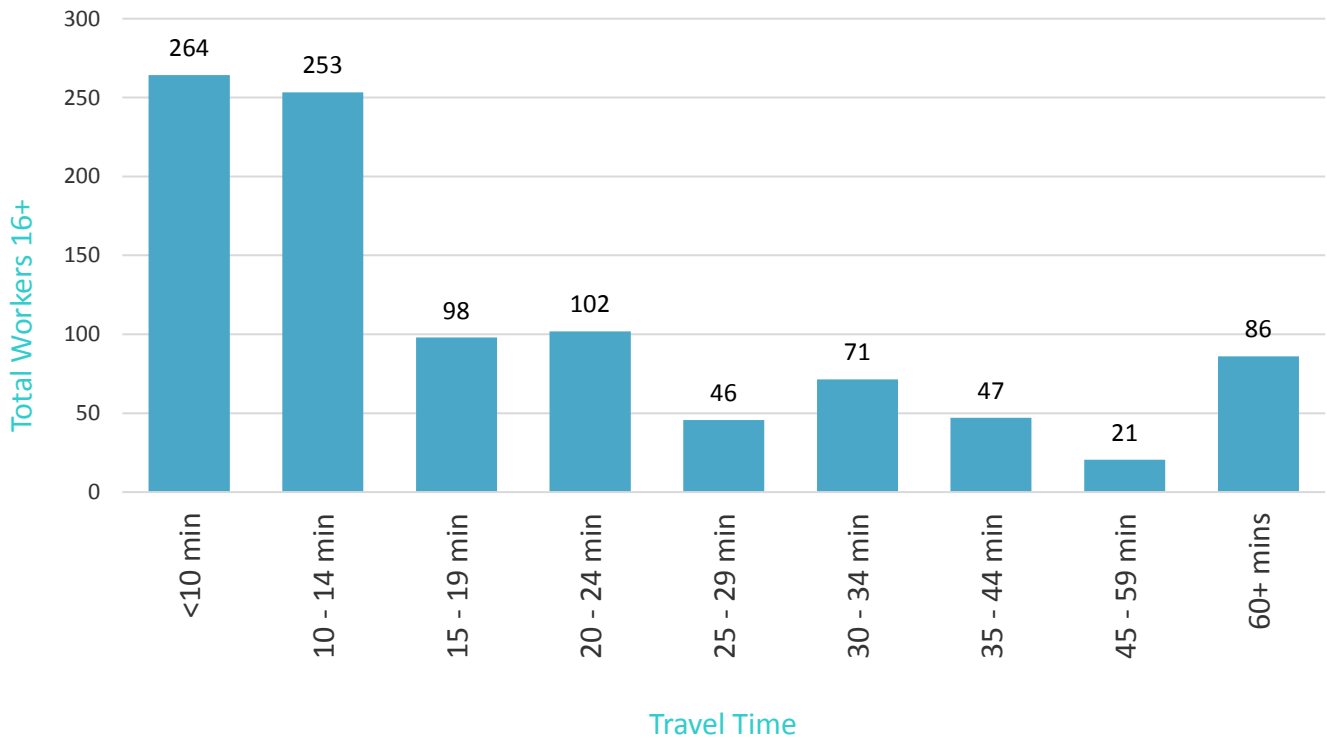
Public transport (not taxi)



**137**

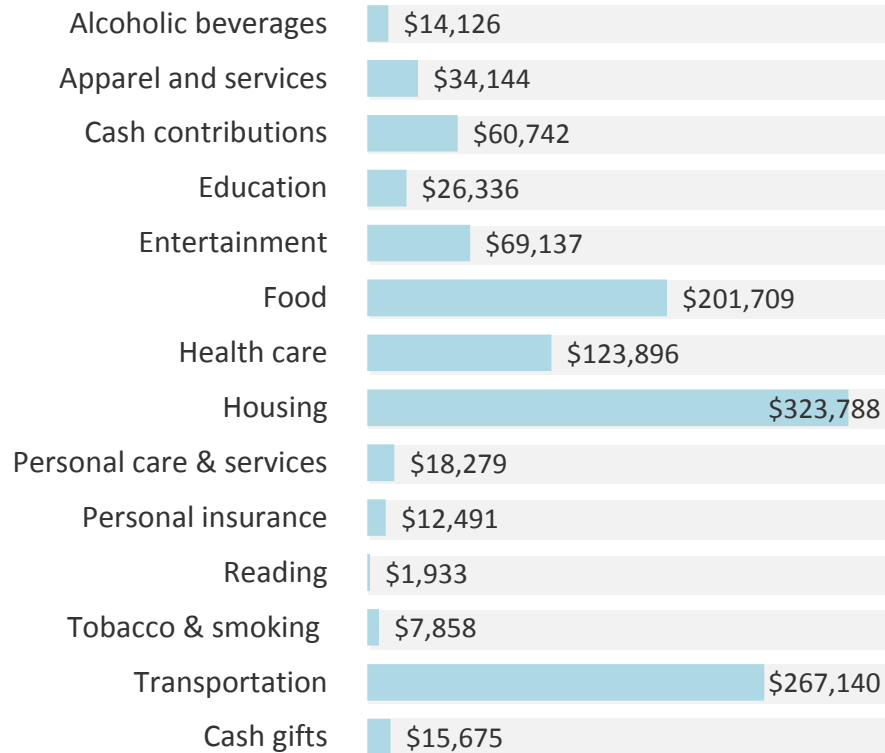
Worked at home

## Travel Time to Work (Current Year)



## Consumer Expenditures (Current Year)

### Consumer Expenditures



### Business Summary by NAICS Code

Agriculture, Forestry, Fishing and Hunting	2	Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	7	Professional, Scientific, and Technical Services
Utilities		Management of Companies and Enterprises
2 Construction	2	Administrative and Support Services
1 Manufacturing	0	Educational Services
1 Wholesale Trade	25	Health Care and Social Assistance
5 Retail Trade	1	Arts, Entertainment, and Recreation
Transportation and Warehousing	5	Accommodation and Food Services
1 Information	6	Other Services
4 Finance and Insurance	1	Public Administration

## Retail Sales Volume

Automotive Dealers	\$0
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$0
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$0
Building Material, Supplies	\$204,985
Lawn and Garden Equipment	\$3,548,752
Grocery Stores	\$0
Specialty Food Stores	\$0
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$5,173,432
Gasoline Stations	\$371,417
Clothing Stores	\$1,573,308
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$26,409
Sporting Goods, Hobby, Musical Instrument	\$151,796
Book, Periodical, and Music	\$0
Department Stores	\$0
Other General Merchandise	\$0
Florists and Misc. Store Retailers	\$0
Office Supplies, Stationary, Gift	\$62,789
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$57,810
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$256,287
Full-Service Restaurants	\$639,395
Limited-Service Eating Places	\$599,998
Special Food Services	\$16,201
Bar/Drinking Places (Alcoholic Beverages)	\$131,133

## LandScape Segment Descriptions

### 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 overwhelmingly 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

### Golden Heritage (O1)

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.

### 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.

### **Legacy Years (O6)**

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).

### **Centurions (O5)**

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,

### **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.

### **Group Quarters (O3)**

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.

## **East Meets West (O2)**

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 average 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.

## **Los Trabajadores (N6)**

The Spanish-language name for this category should not be misconstrued to mean that everyone is generating income from jobs. While an average level of Los Trabajadores ("workers") residents are generating income from their occupations, these neighborhoods ranks the highest among the primarily Hispanic Mundo Latino areas for public-assistance income: over four-and-a-half-times-above-average. But nonetheless these areas are among the three segments within this category with the highest income levels: the high-\$30,000s to \$40,000s. As a result, those who work are in all likelihood hard workers. It helps that they are young: They are one of two segments with a median-age in the 20s. The dominant areas of employment for these workers are blue-collar jobs in farming/fishing/forestry (nearly four-times-average); building maintenance (over two-and-a-half-times-average); and transportation, construction, and food preparation (all at or above 50-percent-higher-than-national-averages). Like other Mundo Latino segments, Trabajadores have a higher-than-average-level of people with less-than-high-school educations (nearly three-times-average). Los Trabajadores areas have the highest percent of children of all the segments, especially kids under six (over 50-percent-above-average). They are also predominately single-parent homes, with about two-and-a-half-above-average levels of both single-male-parents and single-female-parents.

## **Los Solteros (N5)**

Among the six primarily Hispanic Mundo Latino neighborhood segments, the Los Solteros are among three with the highest income-levels: the high-\$30,000s to \$40,000s. However, that doesn't mean they aren't struggling, because other factors speak to people working hard to make ends meet. For one thing, these highly urban areas are home to predominately single-households, in particular single-parent families: hence their name - Los Solteros mean "singles" in Spanish. They rank at two-times-the-national-average for single-male-parent and single-female-parent households. A 50-percent-higher-than-average number of these residents have never been married. There are above-average numbers of children of all ages in the households, with the highest percent in the younger group (under six-years-old) and fewer in the oldest grouping (13 to 17 years old). Another fact pointing to their financial struggle is the high level of income from public-assistance: more than three-times-average. With a two-and-a-half-times-average level of residents with less-than-high-school educations, residents of Los Solteros areas are employed in predominantly blue-collar manual-labor jobs, with higher-than-average rankings in all of these occupations: building maintenance, food preparation, construction, production, transportation, healthcare support, and farming/fishing/forestry.

## **Los Padrinos (N4)**

Among the predominantly Hispanic Mundo Latino segments, Los Padrinos is one of two segments with a median age in the 40s. These neighborhoods also show higher percentages of single-parent households than other segments. As a result, these areas have been named Los Padrinos, which means "godparents," a very common honorarium bestowed on older singles in the Hispanic culture. The number of single-parent homes ranks high for both males (75-percent-above-average) and females (over 75-percent-above-average). However, these neighborhoods rank at an overall average-level of children in all age groups, indicating that the homes are not bursting at the seams with kids. Los Padrinos areas also rate the highest percentage of residents over-65-years-old in this category. Owing, no doubt, to the older median age, these areas show above-average levels of widows/widowers and divorcees. Los Padrinos is one of three segments within the Mundo Latino category with the highest median-income levels: the high-\$30,000s and \$40,000s. While some of this income is generated by jobs, they also rank high in public-assistance: about two-and-a-half-above-average. Those who are employed are primarily blue-collar workers: presumably a reflection of a two-times-the-national-average number of people with less-than-high-school educations. The residents' dominant job categories include building maintenance (two-times-average), food preparation (50-percent-above-average), and personal care and transportation (both 25-percent-above-average).