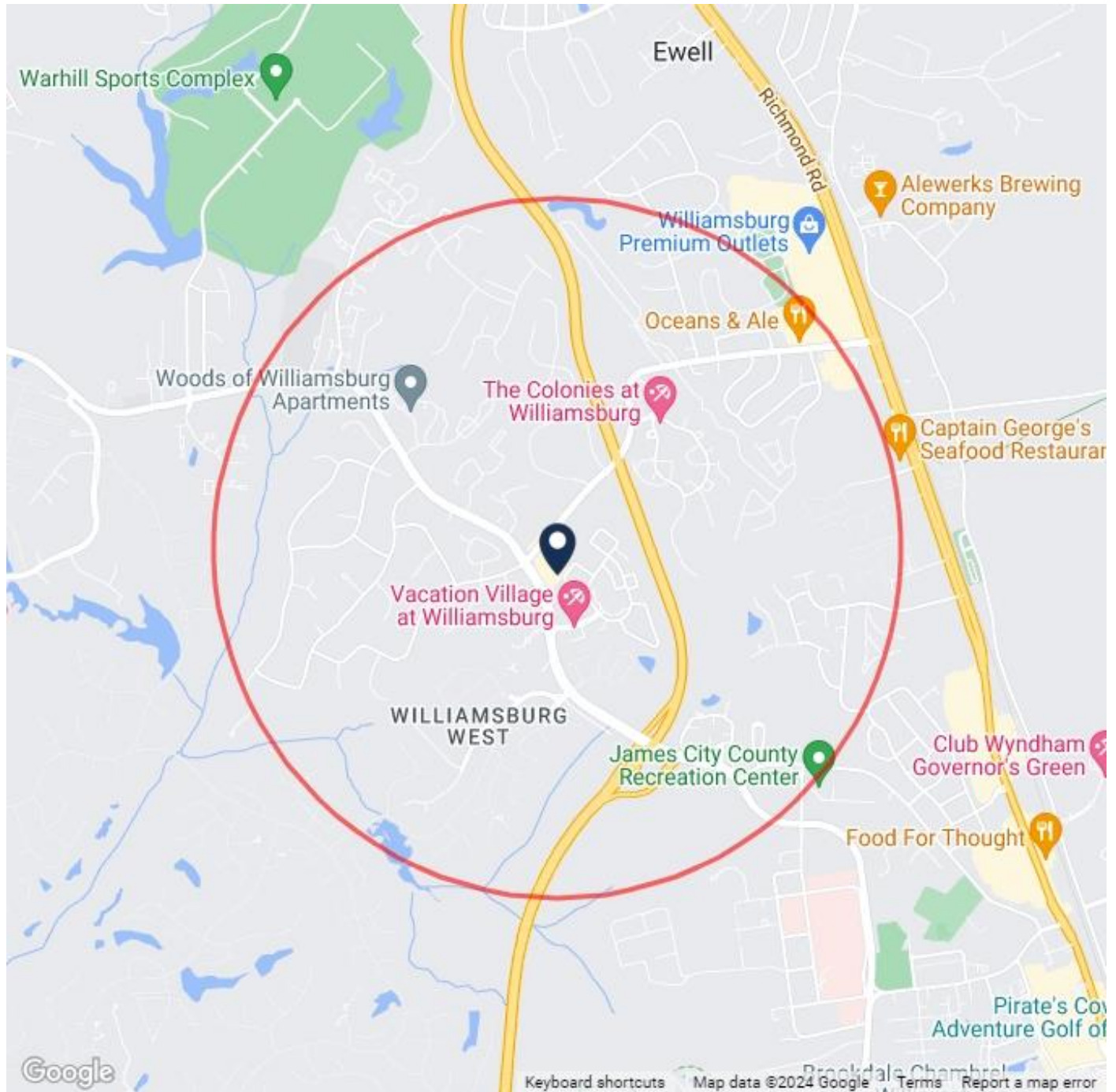




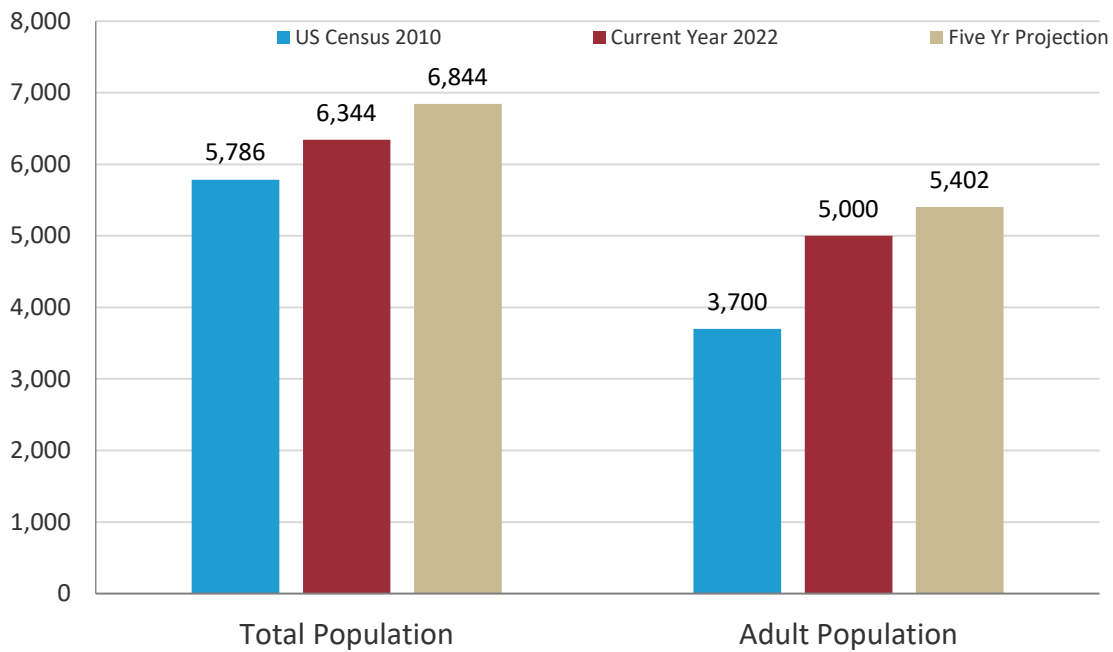
Demographics for 5242 Olde Towne Rd, Williamsburg, Virginia 23188, United States

Trade Area: 1 Mile

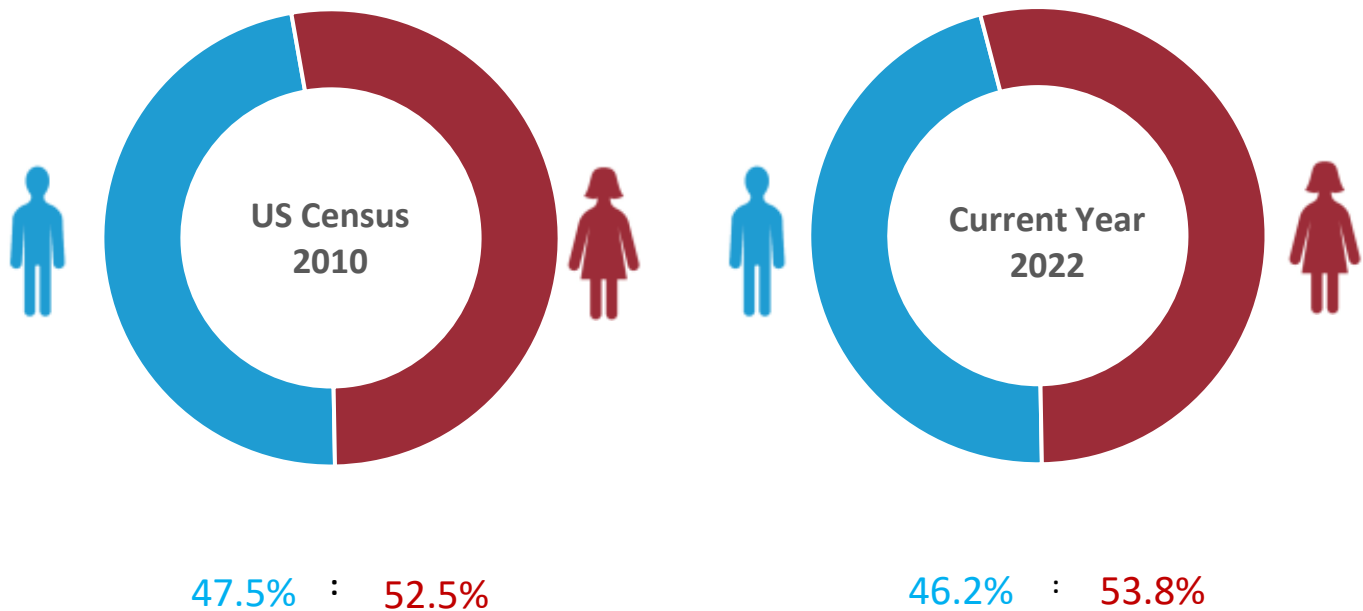


Population Charts

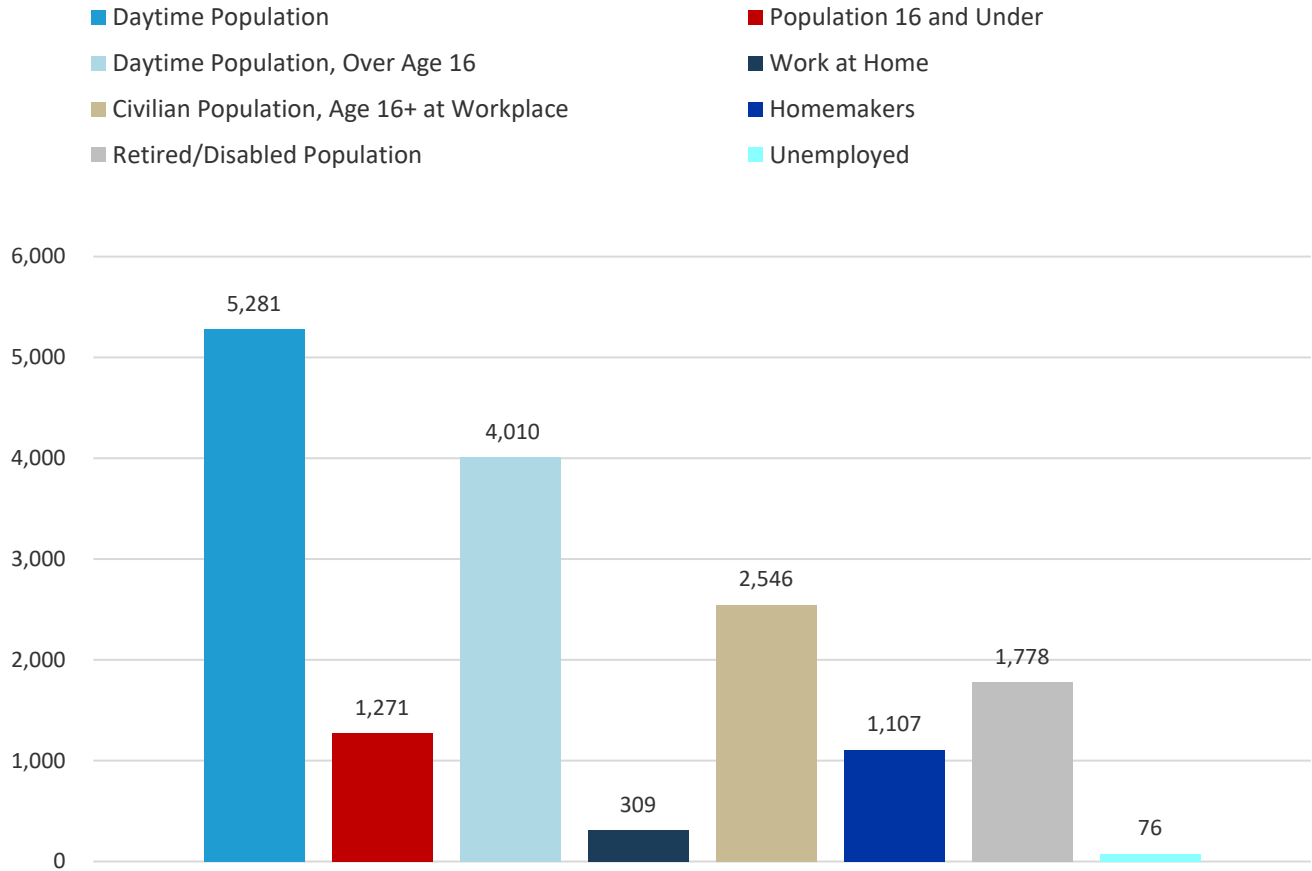
Population



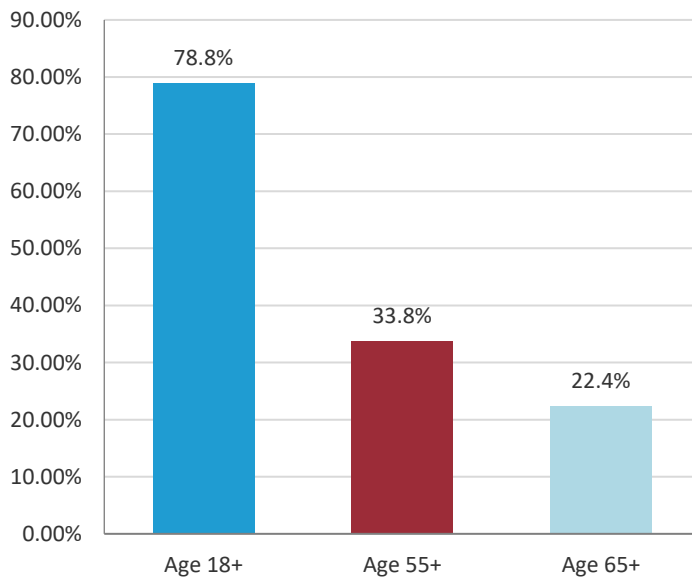
Female/Male Ratio



Daytime Population



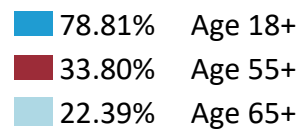
Age



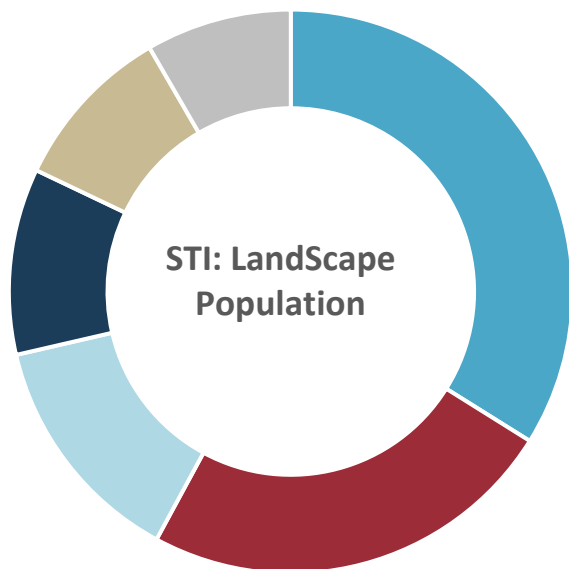
Median Age, Total

40.7

Age Demographics



Population STI: LandScape (Current Year)



Top Six Segments:

- 13.8% Hard Hats/Hair Nets (H3)
- 9.7% White Collar Starts (B5)
- 5.5% Couples with Capital (I3)
- 4.3% Stocks and Scholars (J1)
- 3.9% Hard Act to Follow (F1)
- 3.4% Golden Heritage (O1)

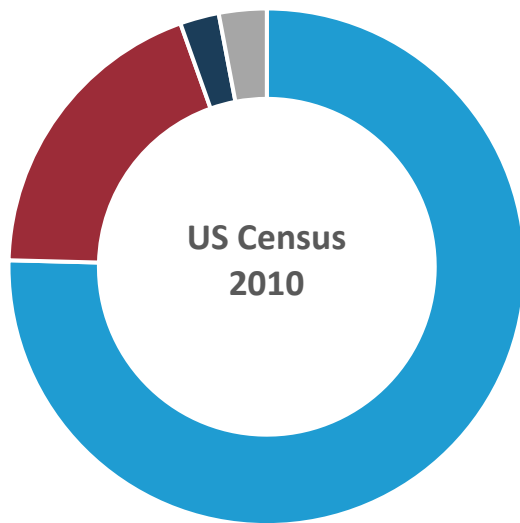
Other top segments:

- 3.0% Gainfully Employed (C4)
- 0.0% Collegians (O7)
- 1.3% Stately Suburbs (J3)
- 0.3% Nest Builders (C3)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)

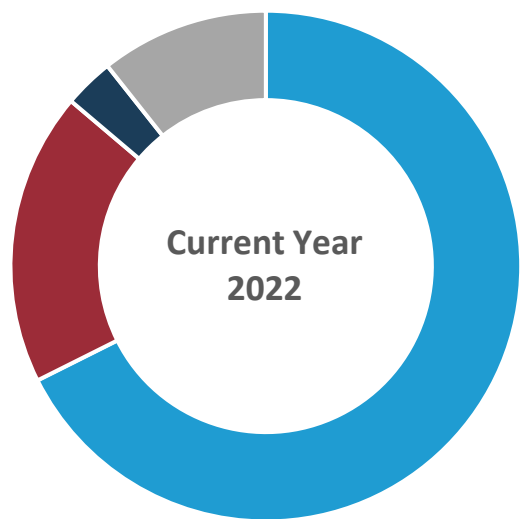
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Hard Hats/Hair Nets (H3)	\$35K	33.2	Suburban	Single/Couple	Diverse	Families	High School	Blue Collar
White Collar Starts (B5)	\$43K	33.1	Urban	Married	White, Hispanic	Some Children	Some College	White Collar
Couples with Capital (I3)	\$96K	42.4	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
Stocks and Scholars (J1)	\$112K	50.5	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
Hard Act to Follow (F1)	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
Gainfully Employed (C4)	\$50K	40.8	Urban	Married	White	Few/No Children	College/Trade s	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Stately Suburbs (J3)	\$65K	48	Suburban	Married	White	Few/No Children	High School Grad	White Collar
Nest Builders (C3)	\$51K	40.3	Urban	Married	White	Some Children	College/Trade s	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 s	Blue/White Collar

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

Ethnicity (Not Hispanic/Latino)

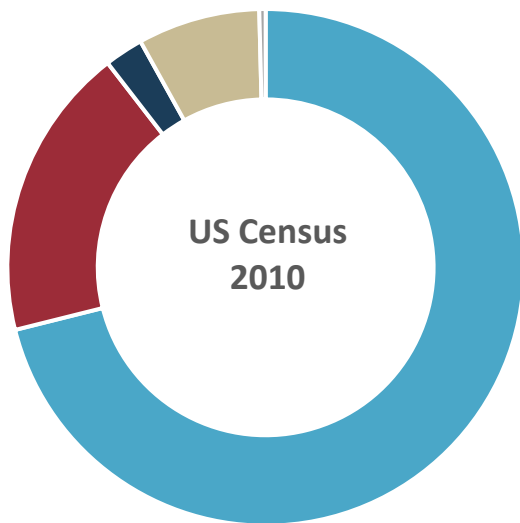


- 2010 US Census (Not Hispanic/Latino)**
- 72.03% White
 - 18.31% Black
 - 2.33% Asian
 - 2.86% Other



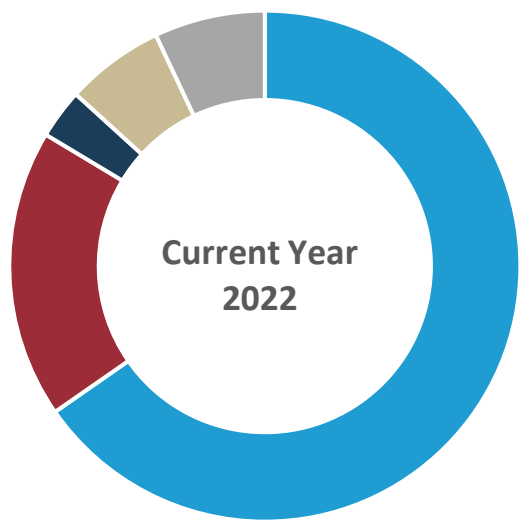
- Current Year (Not Hispanic/Latino)**
- 67.61% White
 - 18.58% Black
 - 3.16% Asian
 - 10.66% Other

Ethnicity (Hispanic/Latino)



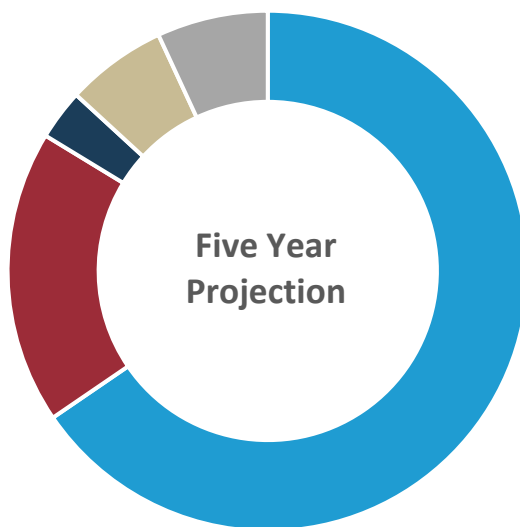
2010 US Census (Hispanic/Latino)

- 68.31% White
- 17.70% Black
- 2.33% Asian
- 7.36% Hispanic
- 0.38% Other



Current Year (Hispanic/Latino)

- 65.33% White
- 18.27% Black
- 3.14% Asian
- 6.24% Hispanic
- 7.01% Other



Five Year Projection (Hispanic/Latino)

- 65.46% White
- 18.24% Black
- 3.12% Asian
- 6.27% Hispanic
- 6.90% Other

Housing & Households

2.7

Land Area

2,855

Total Households

3,202

Total Housing Units

3,079

Total Households

5 Year Projection



1,289

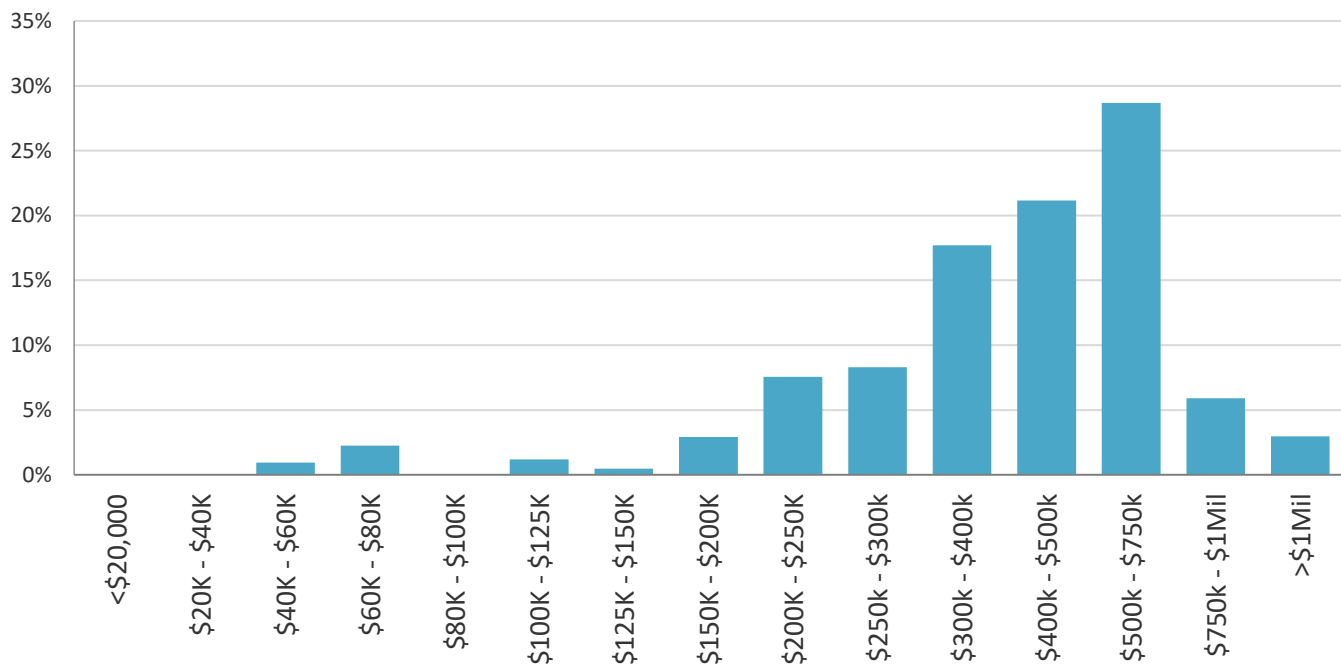
Owner-Occupied



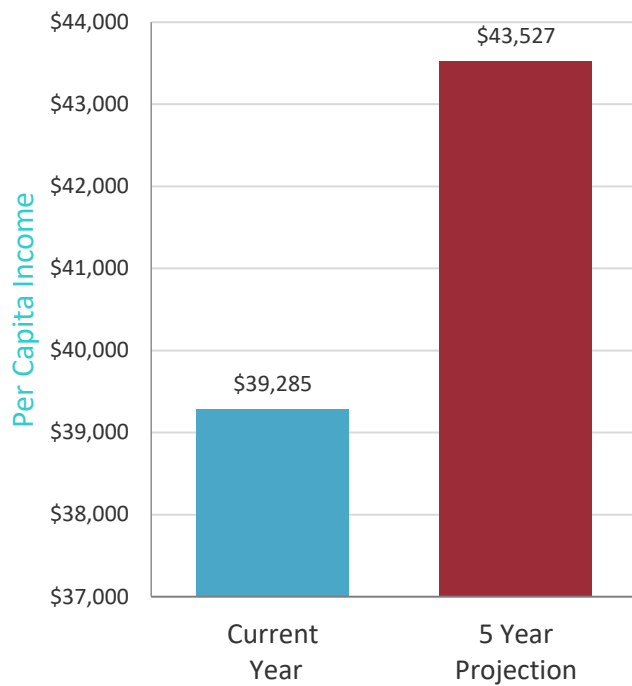
1,566

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

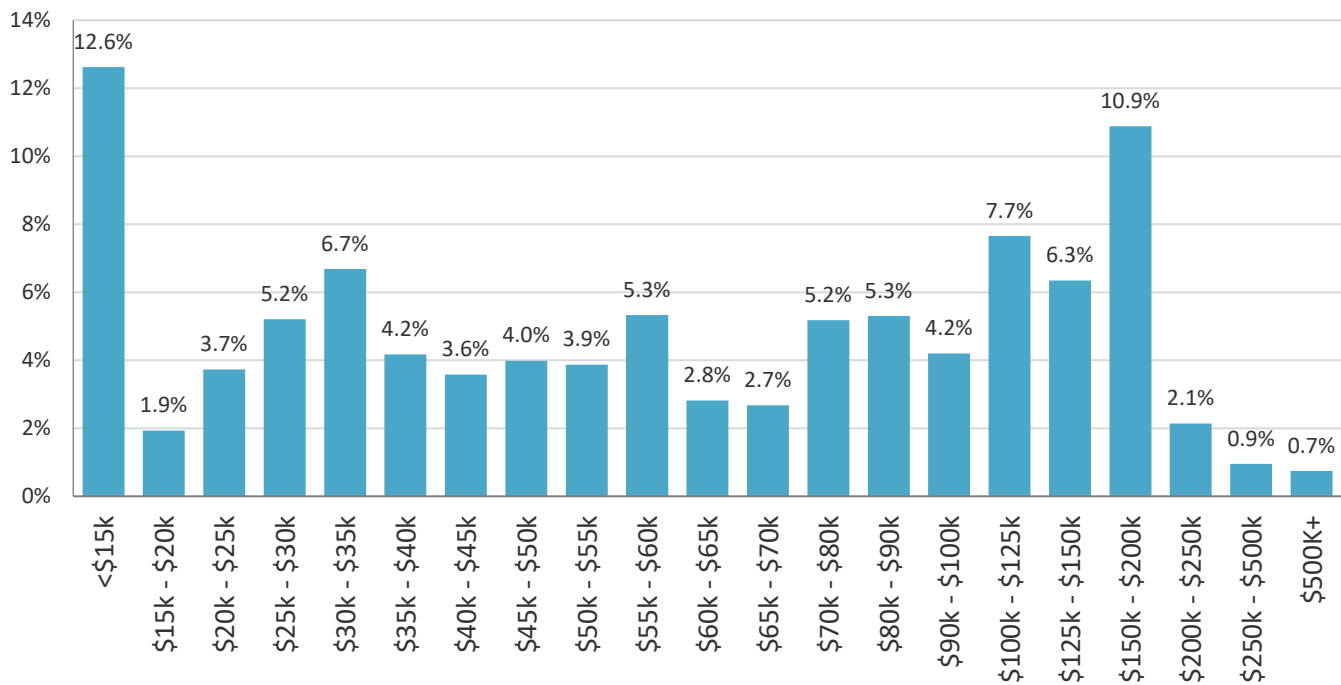
\$87,278

Median Household Income

\$70,746

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



5,941

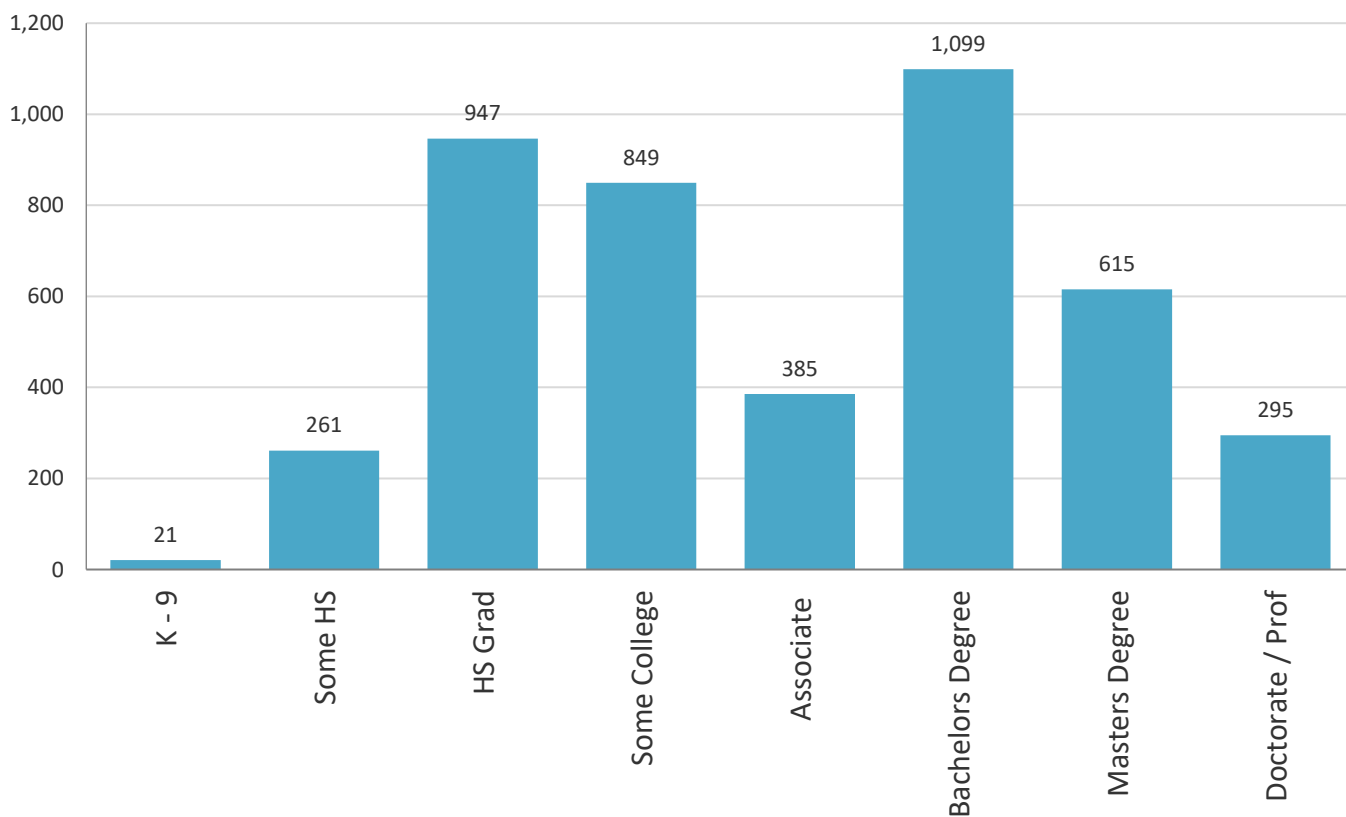
College undergraduate



1,659

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

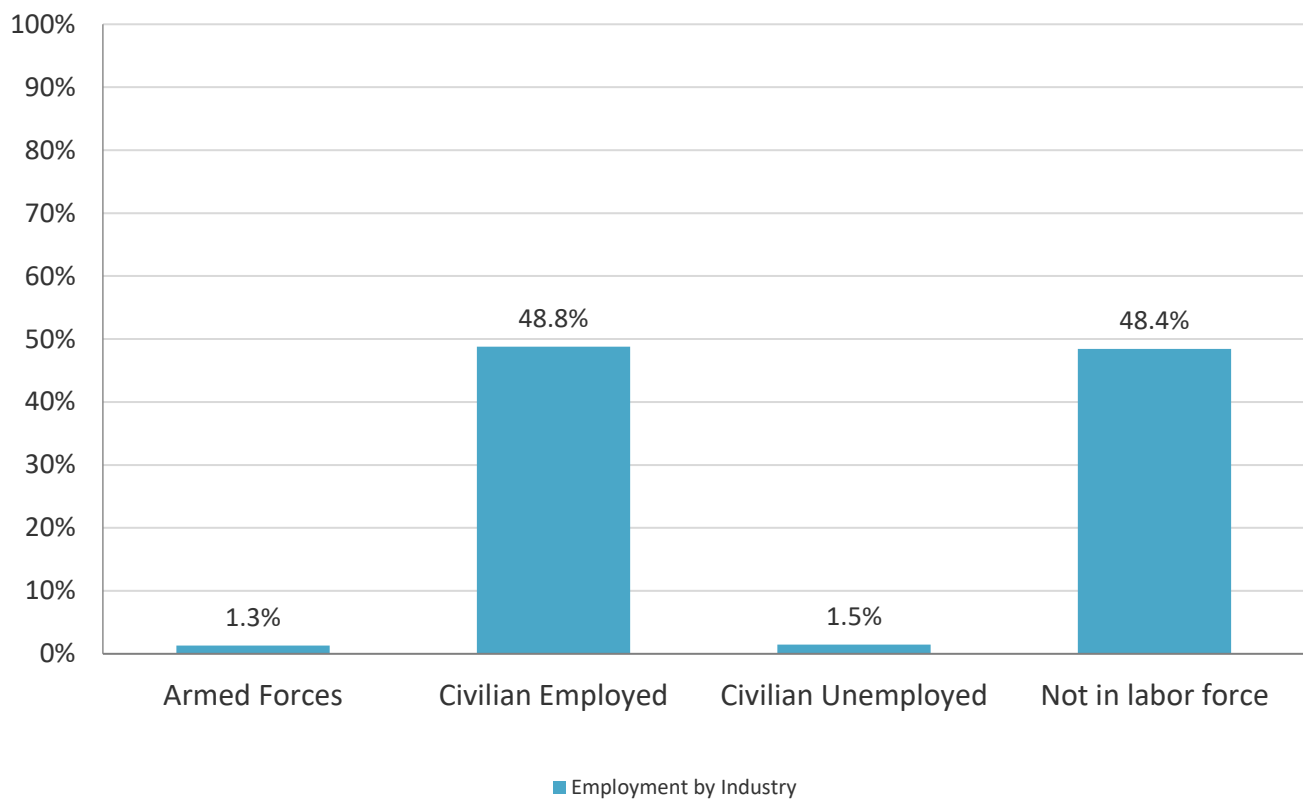
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



5,150

Current Year

Employment by Industry



Transportation to Work (Current Year)



3,190

Total Workers 16+



3,003

Car, Truck or Van



30

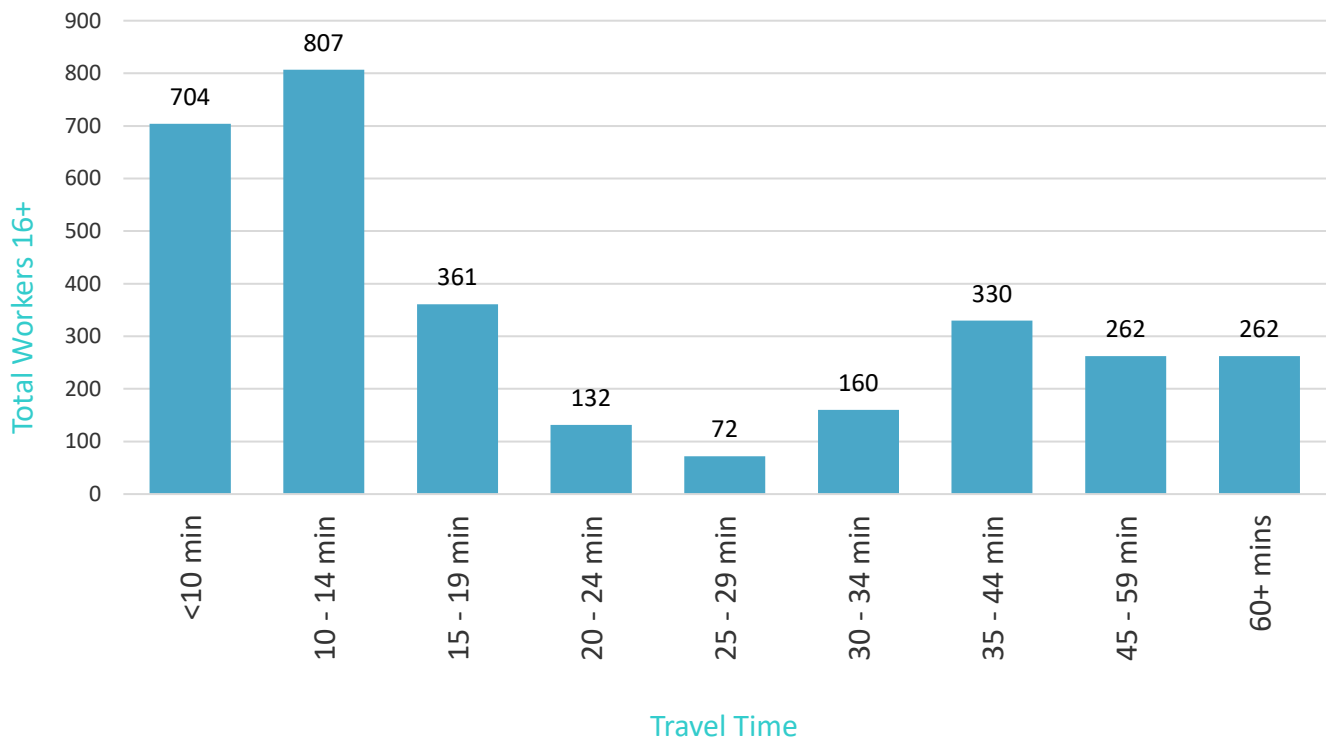
Public transport (not taxi)



100

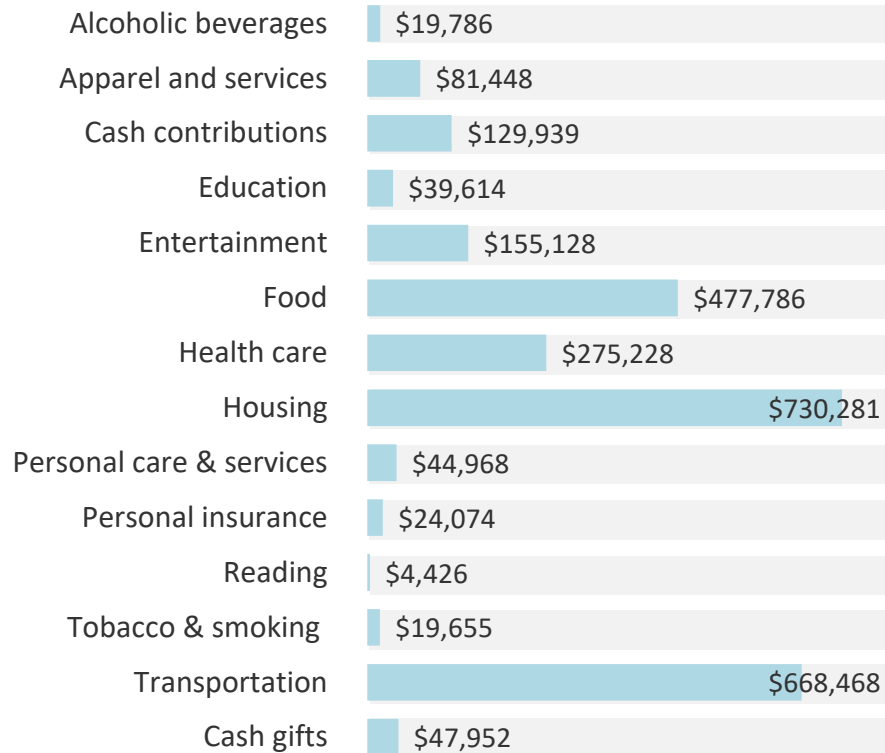
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

Agriculture, Forestry, Fishing and Hunting	9	Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	5	Professional, Scientific, and Technical Services
Utilities		Management of Companies and Enterprises
7 Construction	5	Administrative and Support Services
3 Manufacturing	2	Educational Services
1 Wholesale Trade	16	Health Care and Social Assistance
22 Retail Trade	4	Arts, Entertainment, and Recreation
0 Transportation and Warehousing	22	Accommodation and Food Services
6 Information	17	Other Services
6 Finance and Insurance	4	Public Administration

Retail Sales Volume

Automotive Dealers	\$34,335,902
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$201,496
Furniture Stores	\$6,181,013
Home Furnishing Stores	\$5,325,178
Electronics and Appliance	\$2,647,838
Building Material, Supplies	\$4,910,743
Lawn and Garden Equipment	\$0
Grocery Stores	\$72,511,233
Specialty Food Stores	\$835,773
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$14,136,489
Gasoline Stations	\$6,666,142
Clothing Stores	\$30,488,853
Shoe Stores	\$17,315,559
Jewelry, Luggage, Leather Goods	\$3,908,918
Sporting Goods, Hobby, Musical Instrument	\$5,183,620
Book, Periodical, and Music	\$0
Department Stores	\$0
Other General Merchandise	\$5,969,358
Florists and Misc. Store Retailers	\$98,404
Office Supplies, Stationary, Gift	\$2,397,322
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$5,943,515
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$204,575
Full-Service Restaurants	\$25,066,935
Limited-Service Eating Places	\$19,632,527
Special Food Services	\$4,917,298
Bar/Drinking Places (Alcoholic Beverages)	\$0

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

LandScape Segment Descriptions

Hard Hats/Hair Nets (H3)

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.

White Collar Starts (B5)

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

Couples with Capital (I3)

When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples & Capital neighborhoods defy this stereotypical suburb scenario - simply because they are home to a below- the- national- average level of children. Since these areas also rank below- average in single residences, what you'll find if you knock on most doors are white- collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes - because people in these areas earn annual incomes of \$70,000s and \$80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume their spending it on nice homes, nice vacations, and other luxuries. However, since these 30- somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white- collar management and professional jobs - instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well- above- average in interest/dividend income.

Stocks and Scholars (J1)

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.

Hard Act to Follow (F1)

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.

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 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,

Gainfully Employed

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above- average number of 65- plus- year- olds. This fact speaks to their slightly- less- than- average percent of children in their largely two- couple families. This fact also gives these areas a nearly- dead- on- average income from wages and salaries, as well as a somewhat higher- than- average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

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.

Stately Suburbs (J3)

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.

Nest Builders (C3)

Nest Builders are a fairly average bunch of 30- year- old Americas. In fact, their most notable feature is their very average- ness. They are home to traditional families with children of all ages. These Urban Cliff Dwellers as a group have high- school degrees, with some smattering of college education. They earn their money by working at traditional middle- class, white- collar jobs, such as repair services, production, transportation, construction, and office administration. These occupations pay their incomes, which are in the \$30,000s to \$40,000s. It's easy to assume that the advertising campaigns of many of today's nationally retailers are aimed at this Jack- and- Jane- average demographic.

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 commonalties 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.