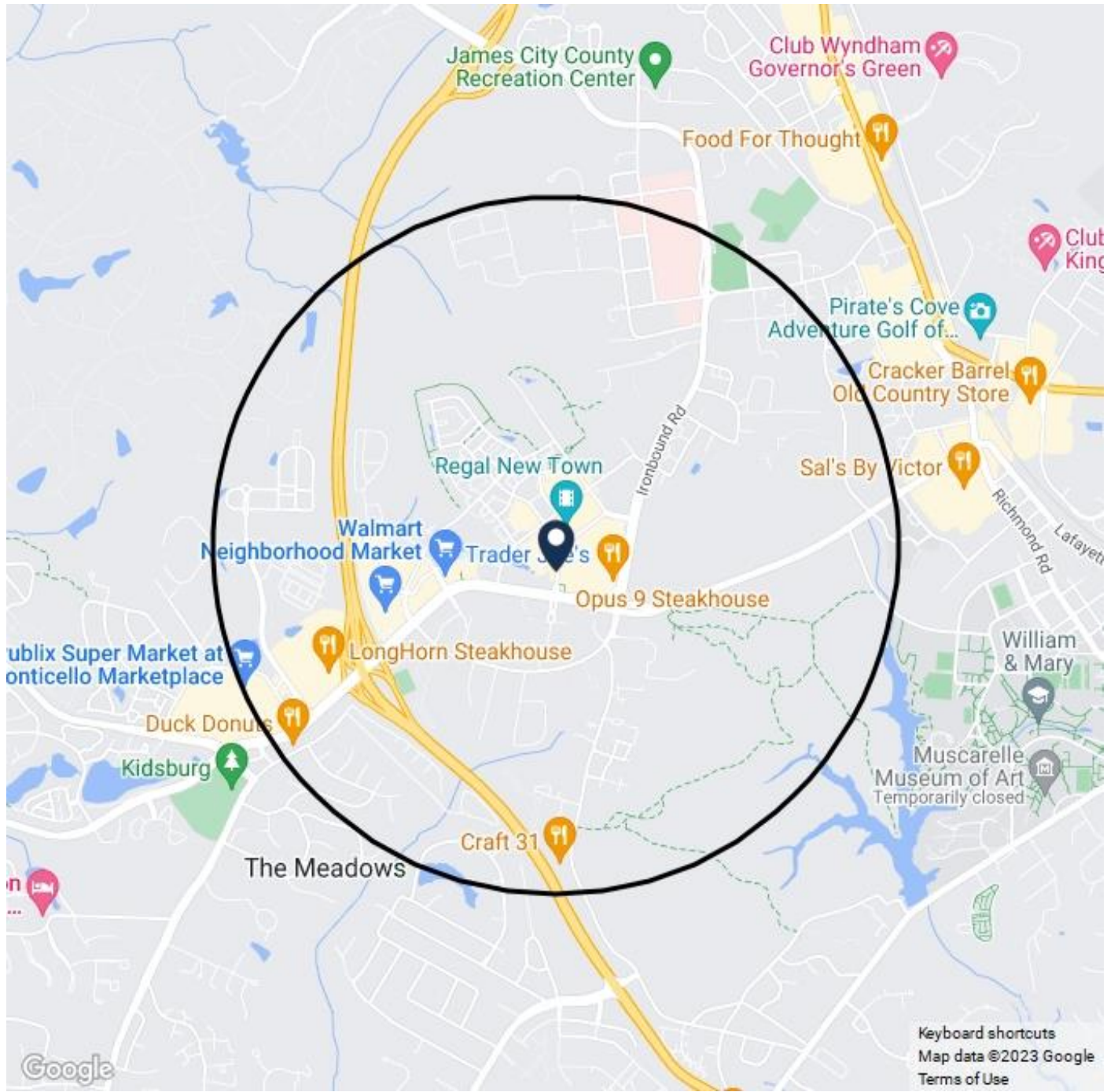**COLDWELL BANKER COMMERCIAL**
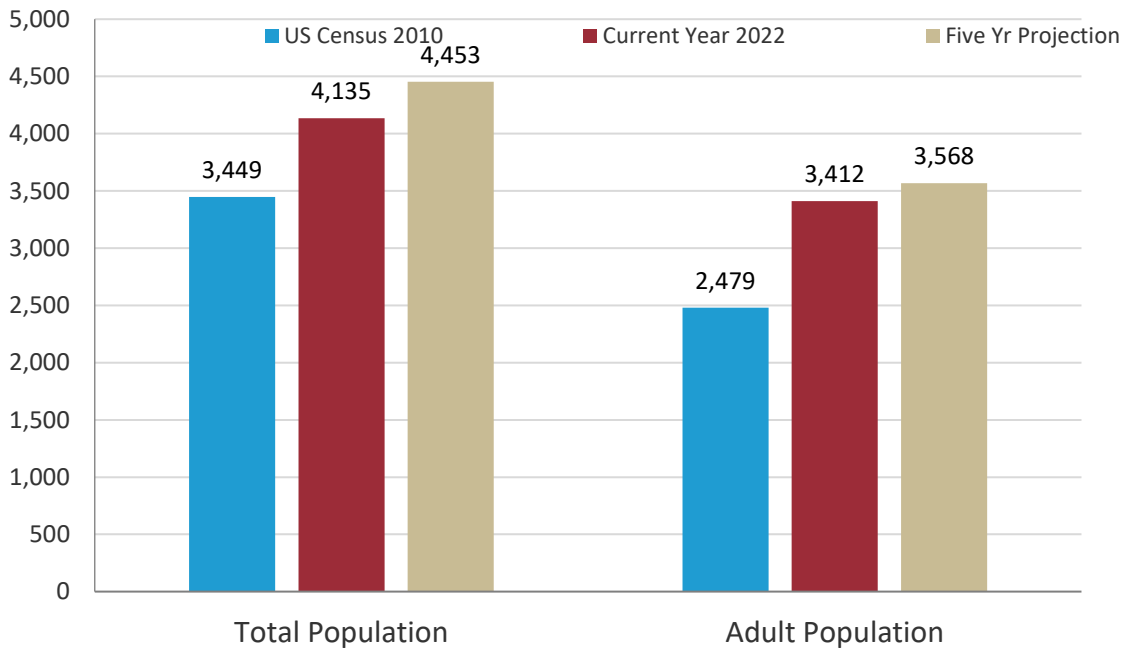**BROOKS REAL ESTATE**

Demographics for 5101 Center St, Williamsburg, Virginia 23188, United States
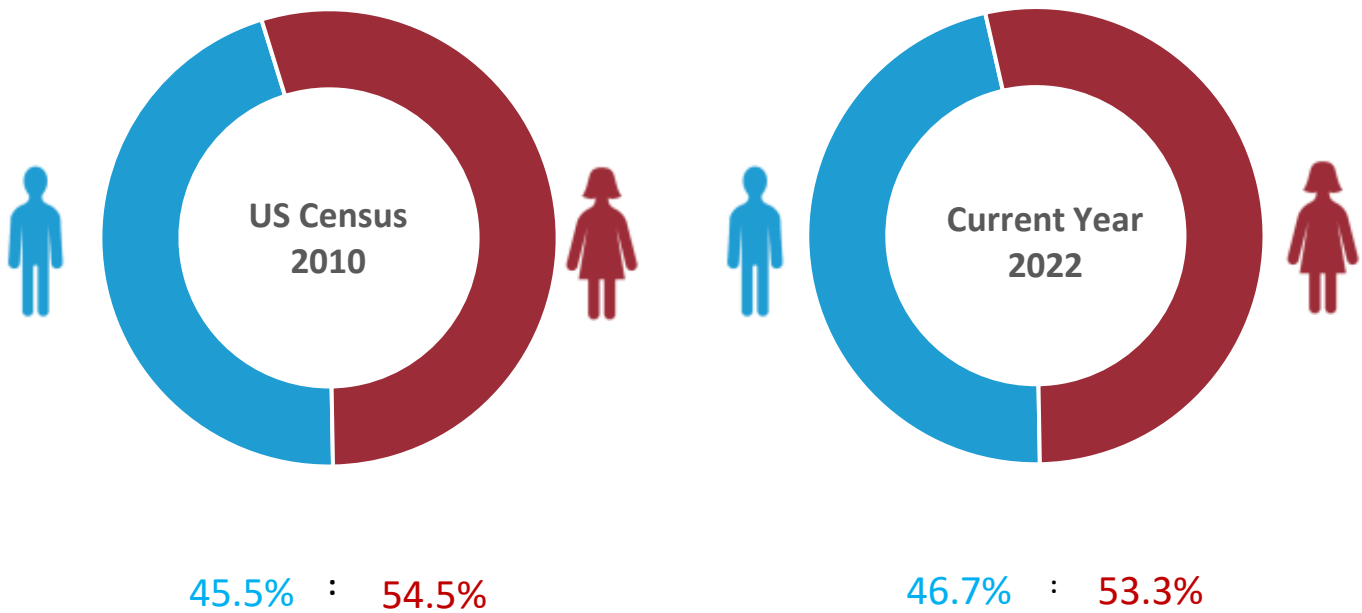
Trade Area: 1 Mile

Population Charts

Population

(Bar chart — Population)
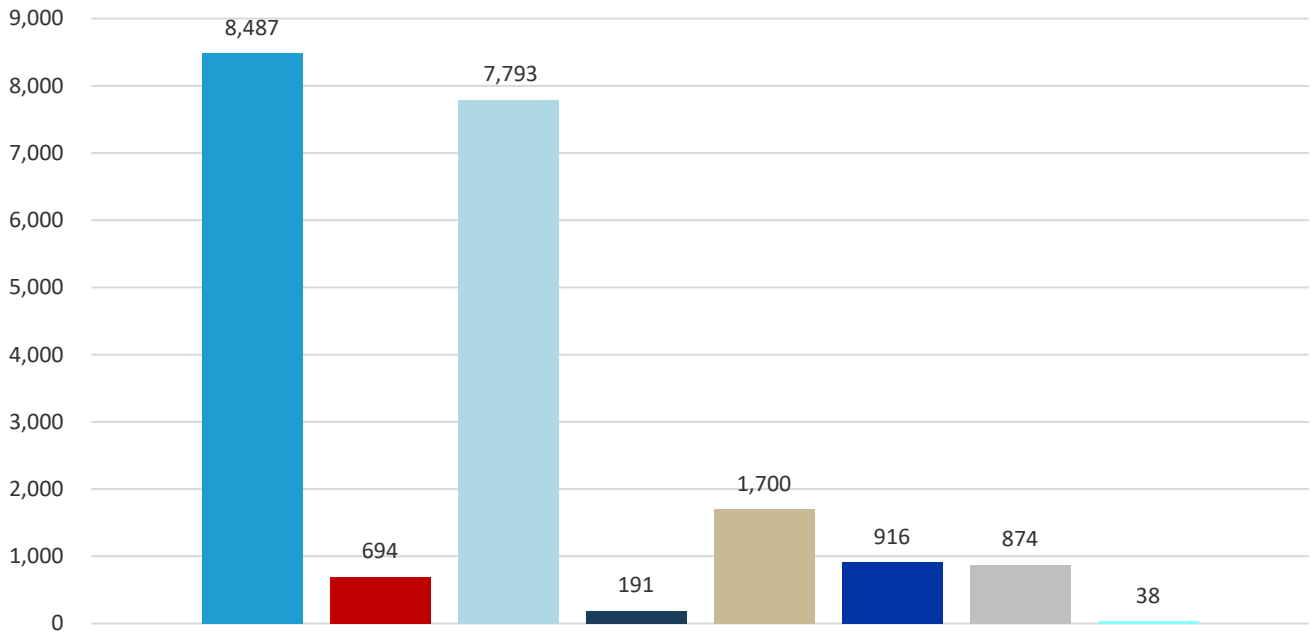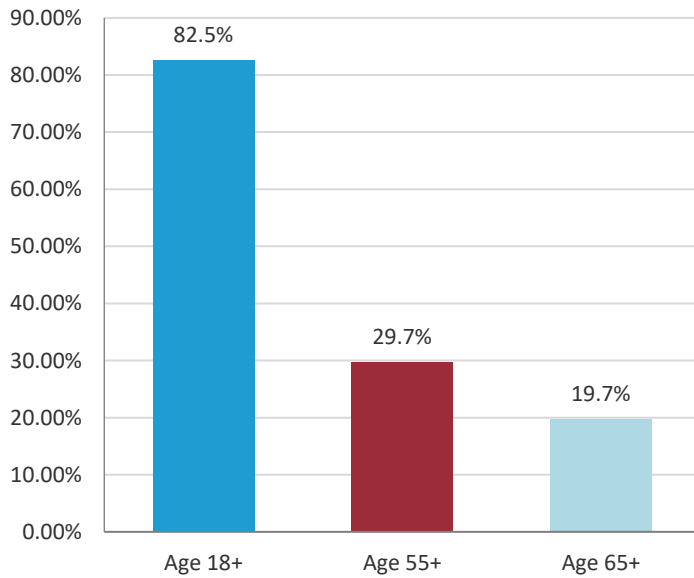
Legend: US Census 2010 | Current Year 2022 | Five Yr Projection

Total Population: 3,449 | 4,135 | 4,453

Adult Population: 2,479 | 3,412 | 3,568

Female/Male Ratio

US Census 2010: 45.5% : 54.5%

Current Year 2022: 46.7% : 53.3%

Daytime Population

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

Chart values (left to right):
- Daytime Population: 8,487
- Population 16 and Under: 694
- Daytime Population, Over Age 16: 7,793
- Work at Home: 191
- Civilian Population, Age 16+ at Workplace: 1,700
- Homemakers: 916
- Retired/Disabled Population: 874
- Unemployed: 38

Age

Chart values:
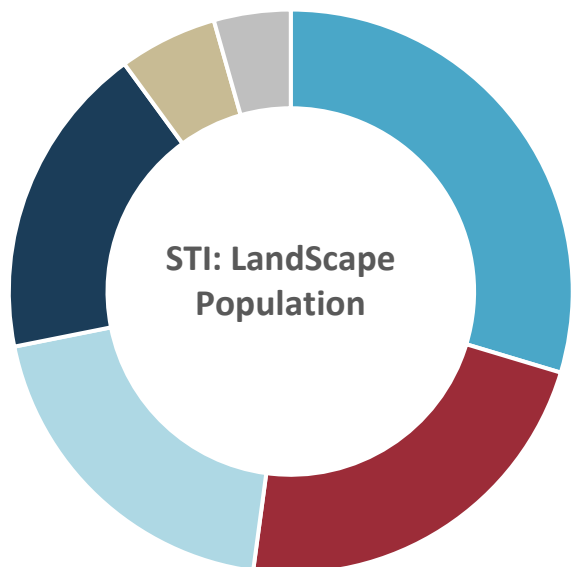- Age 18+: 82.5%
- Age 55+: 29.7%
- Age 65+: 19.7%

Median Age, Total

38.6

Age Demographics

- ■ 82.50% Age 18+
- ■ 29.69% Age 55+
- ■ 19.68% Age 65+

Population STI: LandScape (Current Year)

STI: LandScape Population

Top Six Segments:

- 26.8% Gurus (E1)
- 20.4% Gray Eminence (D1)
- 17.9% Solo Acts (F3)
- 16.4% Kindred Spirit (B3)
- 5.1% Hard Act to Follow (F1)
- 4.0% Golden Heritage (O1)

Other top segments:

- 3.8% Gainfully Employed (C4)
- 5.7% Collegians (O7)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)

| Segment Characteristics	Median HH Income	Median Age	Neighbor-hood Type	Marital Status	Race/ Ethnicity	Children at Home	Education	Employment
Gurus (E1)	$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Gray Eminence (D1)	$64K	47.4	Urban	Married	White	Few/No Children	High School Grad	White Collar
Solo Acts (F3)	$49K	40.7	Urban	Single/Couple	White	Families	High School Grad	White Collar
Kindred Spirit (B3)	$58K	34.2	Urban	Married	White	Some Children	College/Trades	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/Trades	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/Trades	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

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

Ethnicity (Not Hispanic/Latino)
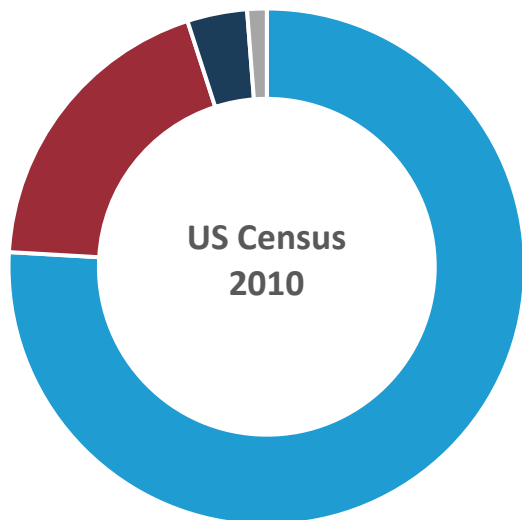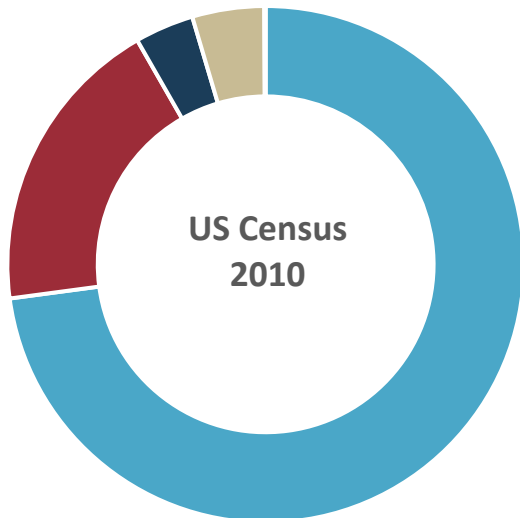

2010 US Census (Not Hispanic/Latino)
- 73.54% White
- 18.53% Black/African American
- 3.63% Asian
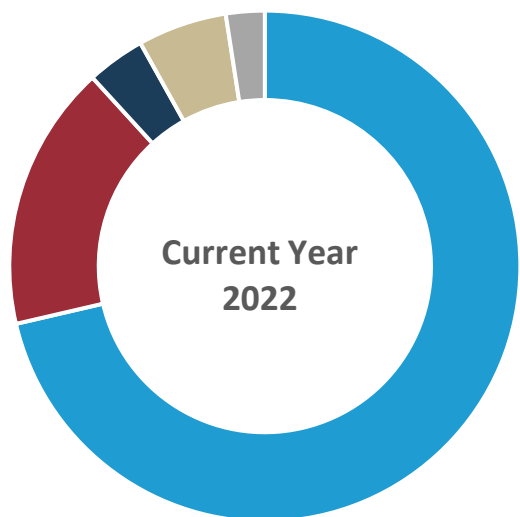- 1.19% Other
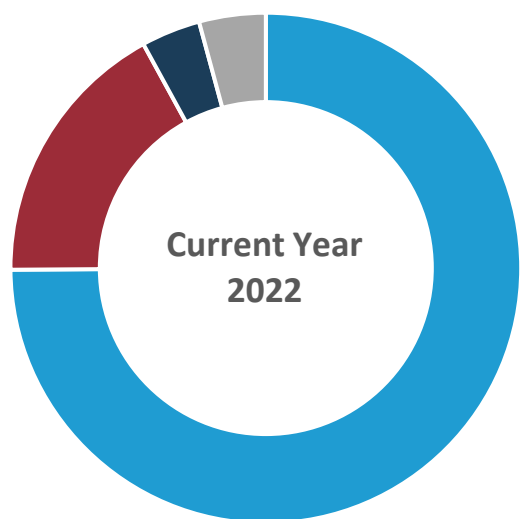
Current Year (Not Hispanic/Latino)
- 74.90% White
- 17.14% Black/African American
- 3.75% Asian
- 4.21% Other

Ethnicity (Hispanic/Latino)

US Census 2010

2010 US Census (Hispanic/Latino)
- 71.03% White
- 18.35% Black/African American
- 3.60% Asian
- 4.39% Hispanic
- 0.08% Other

Current Year 2022

Current Year (Hispanic/Latino)
- 71.37% White
- 16.84% Black/African American
- 3.69% Asian
- 5.65% Hispanic
- 2.45% Other

Five Year Projection
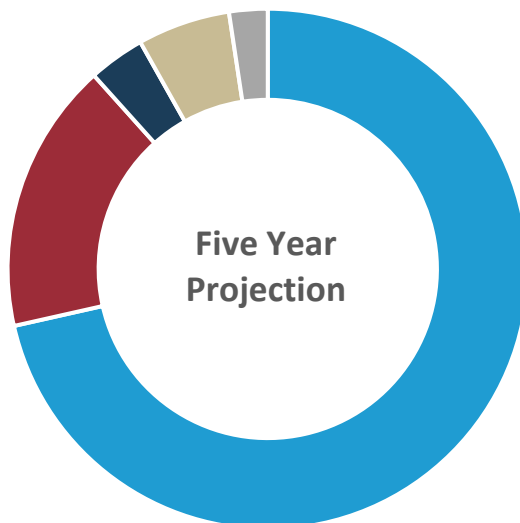
Five Year Projection (Hispanic/Latino)
- 71.48% White
- 16.87% Black/African American
- 3.50% Asian
- 5.76% Hispanic
- 2.39% Other

Housing & Households

2.6
Land Area

1,726
Total Housing Units

1,585
Total Households

1,744
Total Households
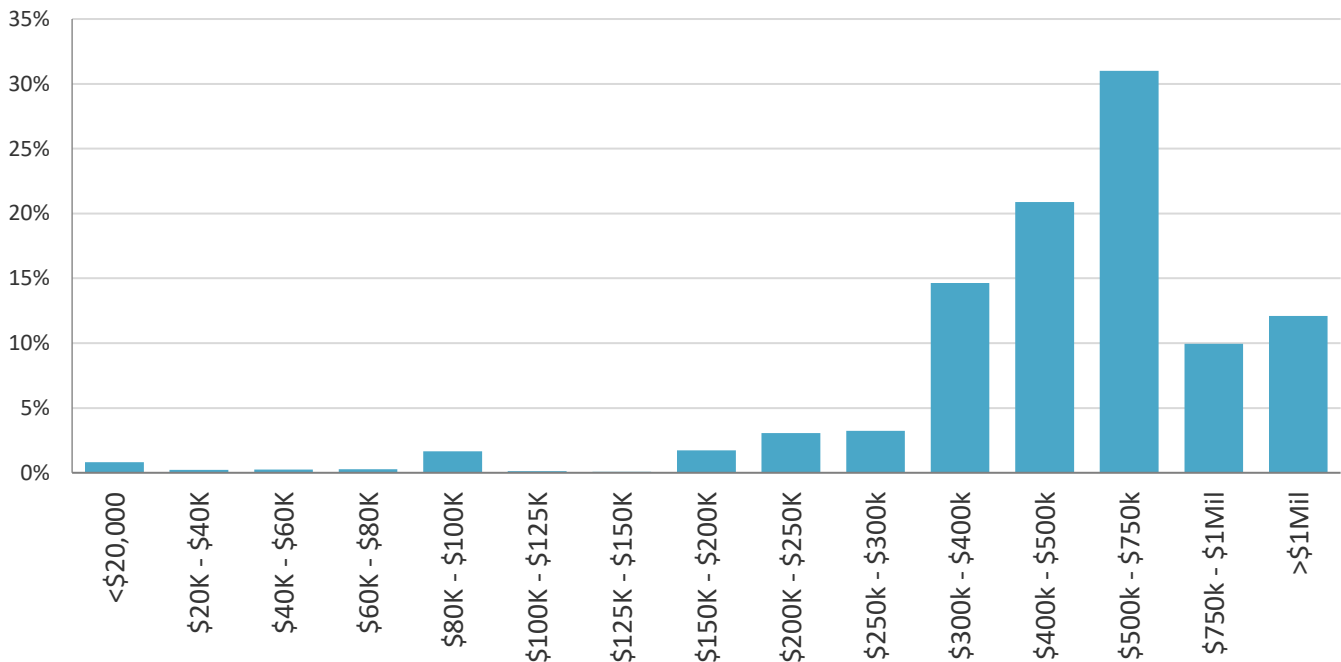
5 Year Projection

901
Owner-Occupied

684
Renter-Occupied

Housing Value (Current Year)

Income
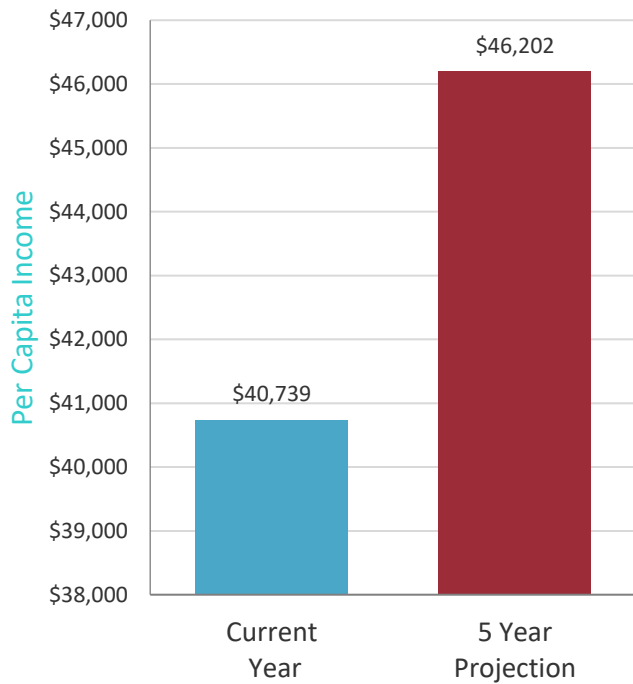
Average Household Income
$106,296

Median Household Income
$84,547

Based on Total Population

Households by Income (Current Year)
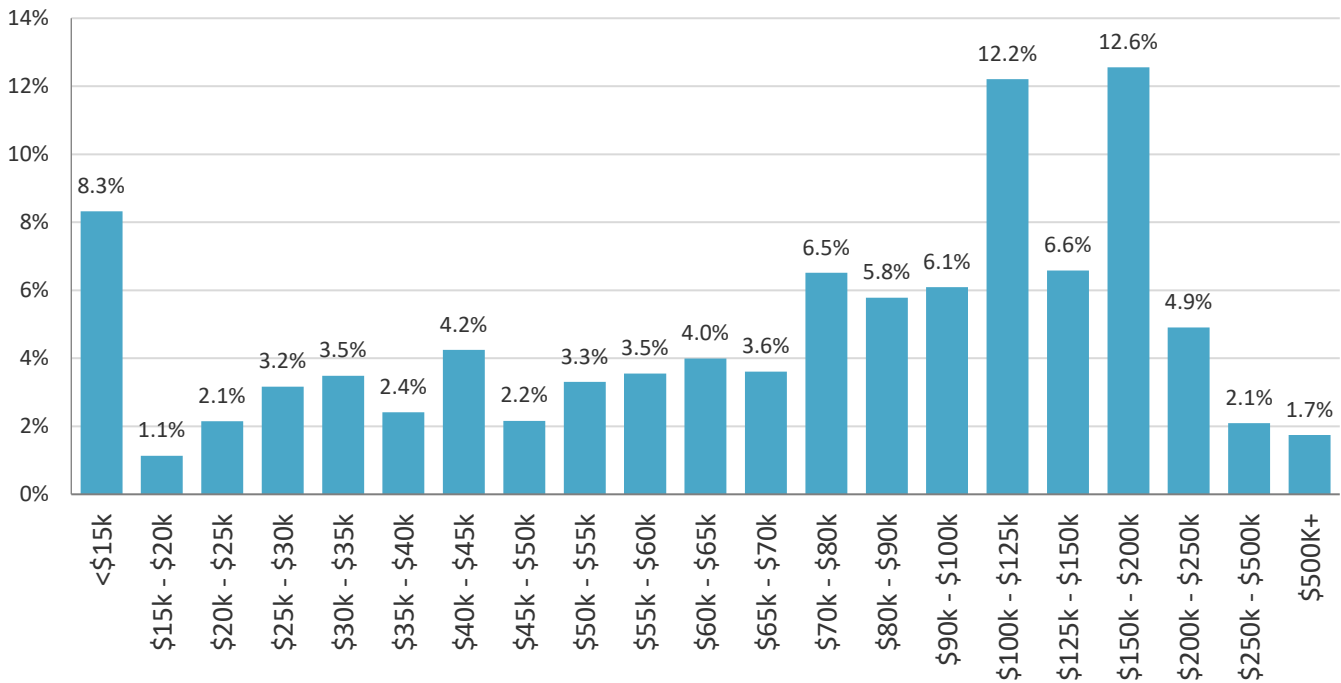
Education (Current Year)

Education

6,266

College undergraduate

1,936

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)

Category	Value
K - 9	100
Some HS	94
HS Grad	409
Some College	543
Associate	222
Bachelors Degree	722
Masters Degree	477
Doctorate / Prof	126
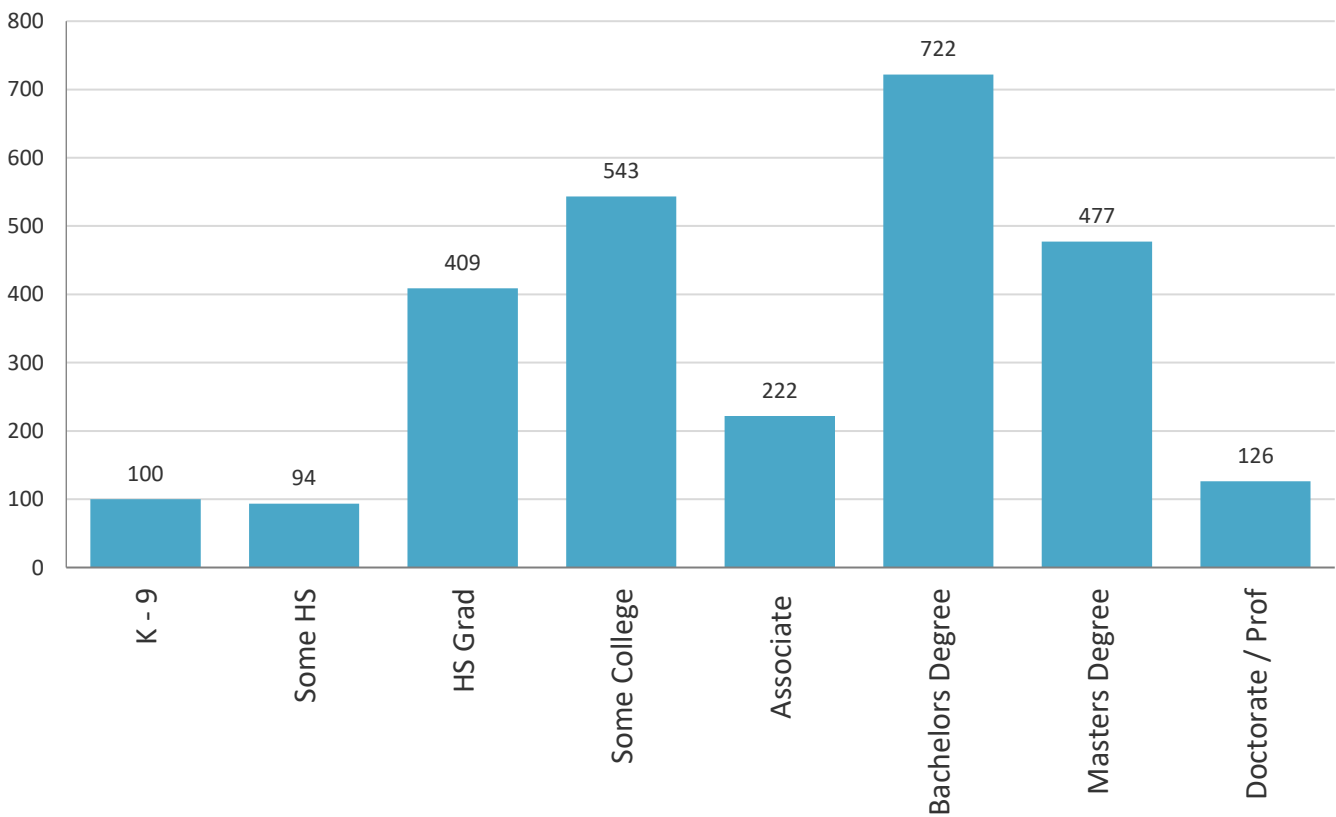
Employment and Occupation

Employment and Occupation

TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+

3,467

Current Year

Employment by Industry

Bar chart showing:
- Armed Forces: 1.0%
- Civilian Employed: 48.6%
- Civilian Unemployed: 1.1%
- Not in labor force: 49.4%

■ Employment by Industry
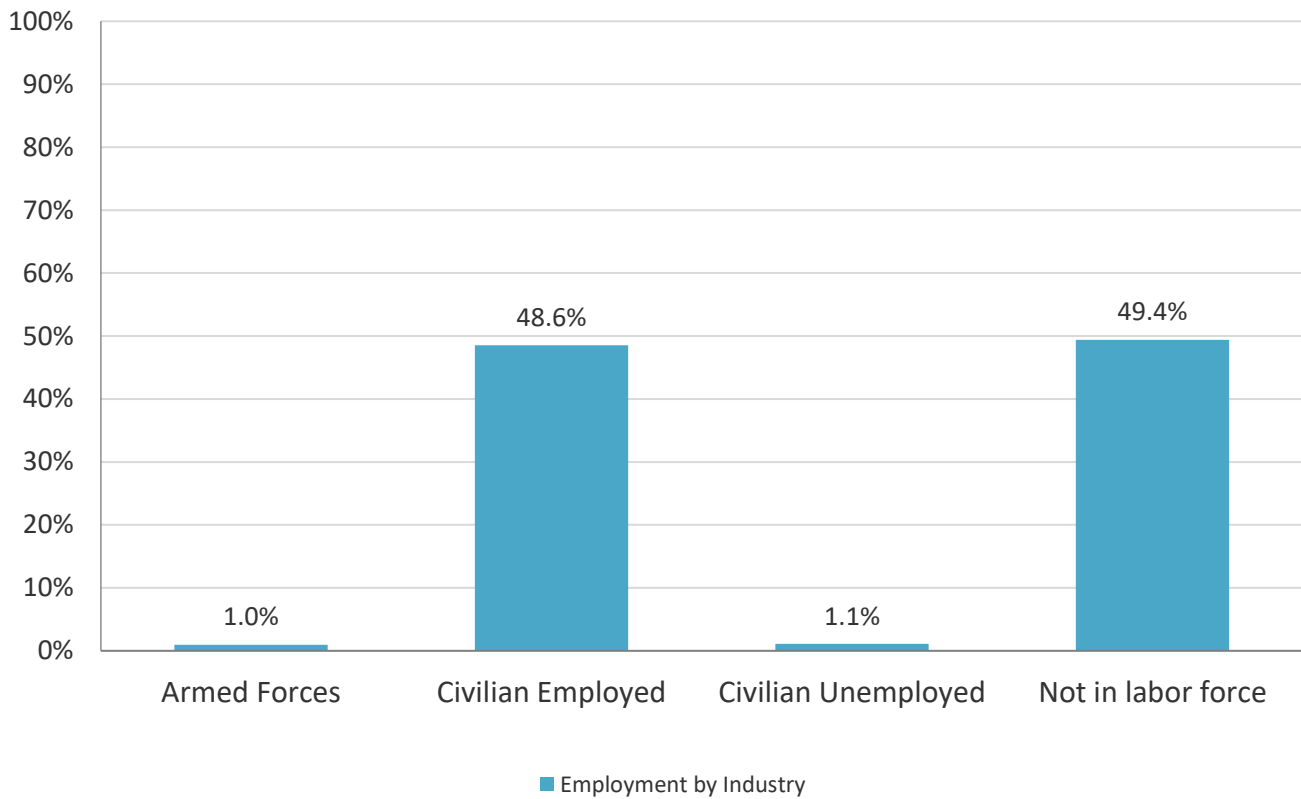
Transportation to Work (Current Year)

1,731
Total Workers 16+

1,326
Car, Truck or Van

16
Public transport (not taxi)

198
Worked at home

Travel Time to Work (Current Year)

Travel Time	Total Workers 16+
<10 min	274
10 - 14 min	404
15 - 19 min	280
20 - 24 min	96
25 - 29 min	65
30 - 34 min	58
35 - 44 min	134
45 - 59 min	124
60+ mins	98
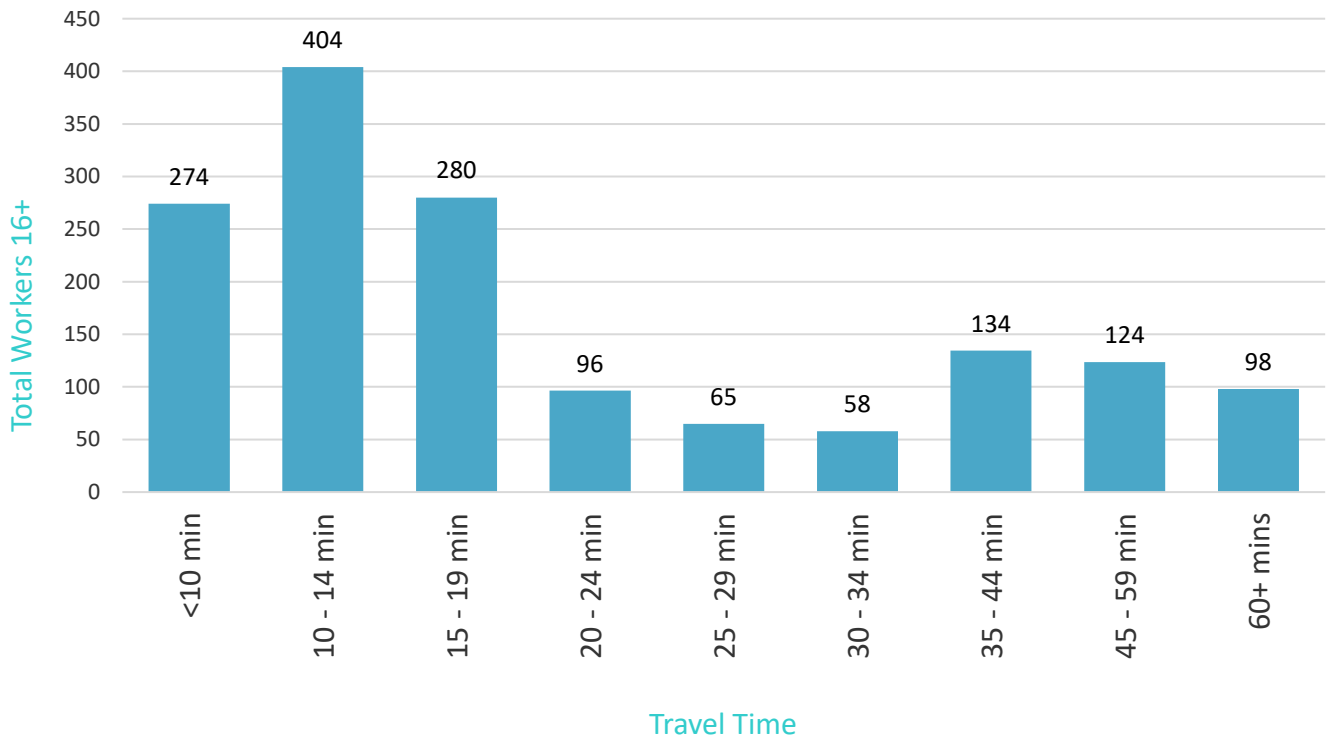
Consumer Expenditures (Current Year)

Consumer Expenditures

Category	Amount
Alcoholic beverages	$13,880
Apparel and services	$33,704
Cash contributions	$60,458
Education	$20,409
Entertainment	$68,853
Food	$202,521
Health care	$127,299
Housing	$324,336
Personal care & services	$18,057
Personal insurance	$12,131
Reading	$1,816
Tobacco & smoking	$8,354
Transportation	$269,307
Cash gifts	$15,498
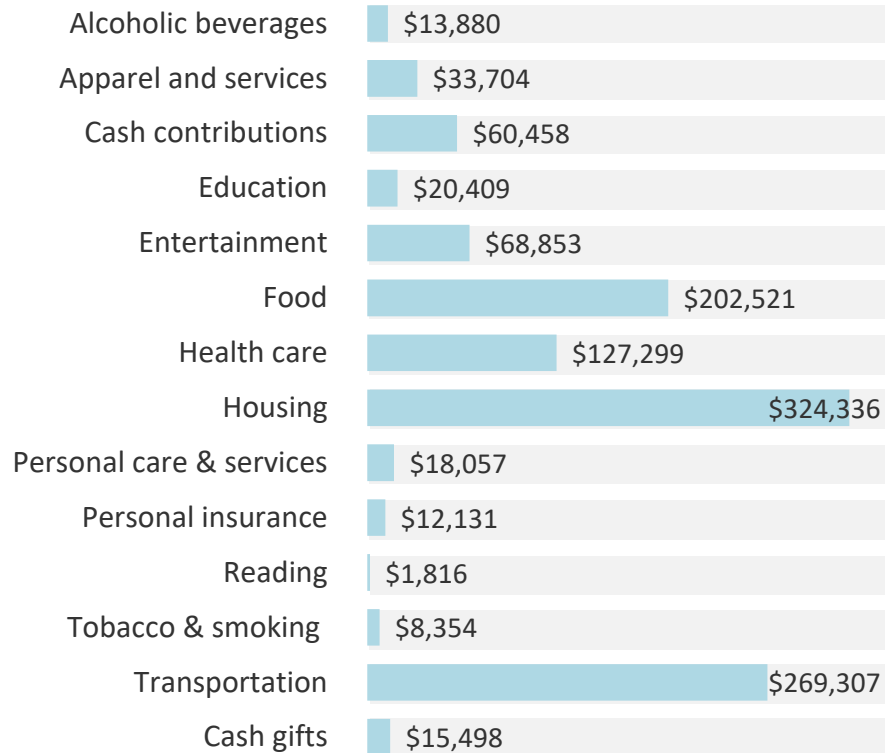
Business Summary by NAICS Code

1	Agriculture, Forestry, Fishing and Hunting	12	Real Estate, Rental and Leasing
	Mining, Quarrying, Oil and Gas Extraction	32	Professional, Scientific, and Technical Services
1	Utilities		Management of Companies and Enterprises
12	Construction	6	Administrative and Support Services
8	Manufacturing	7	Educational Services
0	Wholesale Trade	92	Health Care and Social Assistance
36	Retail Trade	10	Arts, Entertainment, and Recreation
2	Transportation and Warehousing	18	Accommodation and Food Services
3	Information	19	Other Services
24	Finance and Insurance	0	Public Administration

Retail Sales Volume

Category	Value
Automotive Dealers	$6,224,476
Other Motor Vehicle Dealers	$0
Automotive Parts, Accessories, Tires	$0
Furniture Stores	$2,490,521
Home Furnishing Stores	$4,568,504
Electronics and Appliance	$842,616
Building Material, Supplies	$2,450,685
Lawn and Garden Equipment	$1,485,804
Grocery Stores	$30,761,167
Specialty Food Stores	$1,037,335
Beer, Wine, and Liquor Stores	$434,607
Health and Personal Care Stores	$12,842,162
Gasoline Stations	$5,135,375
Clothing Stores	$7,700,478
Shoe Stores	$2,382,295
Jewelry, Luggage, Leather Goods	$1,228,534
Sporting Goods, Hobby, Musical Instrument	$7,752,279
Book, Periodical, and Music	$2,008,737
Department Stores	$1,799,010
Other General Merchandise	$18,927,886
Florists and Misc. Store Retailers	$35,279
Office Supplies, Stationary, Gift	$1,626,044
Used Merchandise Stores	$134,901
Other Misc. Store Retailers	$4,303,423
Electronic Shopping and Mail Order	$3,890,252
Direct Selling Establishments	$0
Full-Service Restaurants	$21,708,619
Limited-Service Eating Places	$14,618,160
Special Food Services	$1,546,181
Bar/Drinking Places (Alcoholic Beverages)	$0

LandScape Segment Descriptions

Gurus (E1)

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable $50,000s and $60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

Gray Eminence (D1)

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.

Solo Acts (F3)

Solo Acts are urban neighborhoods with relatively young single populations, but with an over- 50- percent- higher- than- average number of divorced residents. These 20- and 30- year- olds also have more children than other Going it Alone segments. Some of these residents are single due to the death of a spouse and because they've never been married. Whatever the reason, the households tend to be single females or males with some kids to take care of. With only a little college education and incomes in the $30,000s and $40,000s, it's not difficult to imagine this group struggling to make ends meet. They may, in fact, rely on family members and friends for a Friday night supper or weekend splurge at a theme park to ease their struggle - all the while keeping their calendars clear for any dating opportunities (to turn their single status into more comfortable couplehood). Incomes for this population are generated from a variety of white- collar jobs in food preparation, maintenance, healthcare, office administration, and personal care. They register a slight up- tick on the public assistance income measurement, which helps supplement their single- income households.

Kindred Spirit (B3)

Kindred Spirits are home to people who keep America humming - because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30- years- old, married- with- children of all ages (but slightly more in the younger ranges), earning between $40,000 and $50,000, enjoying some years of college education, and employed in a cross- section of the nation's middle- class occupations. These residents earn an income slightly above the national- average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle- class life.

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 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,

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.

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.

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 were 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 Americas, 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.