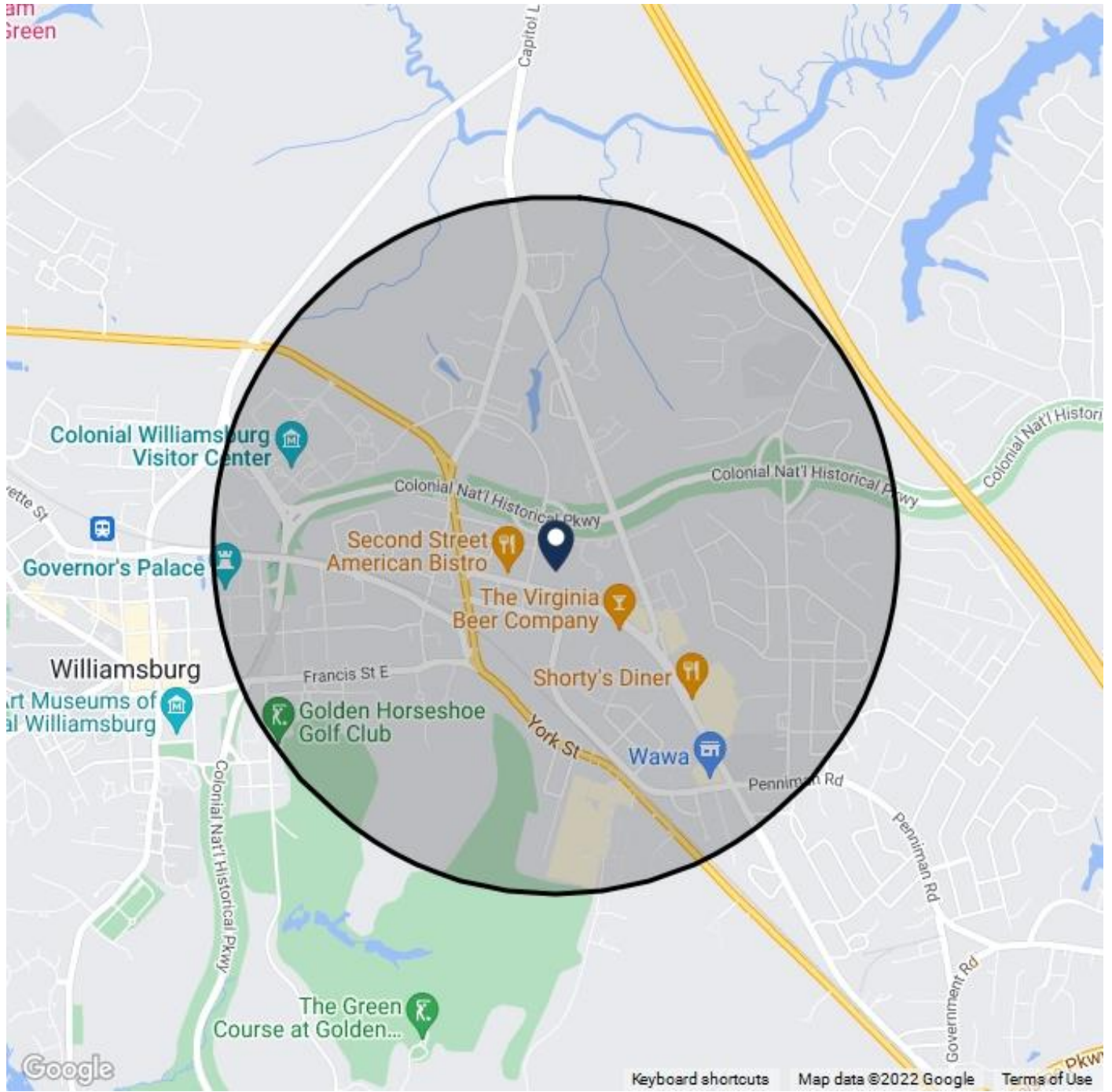


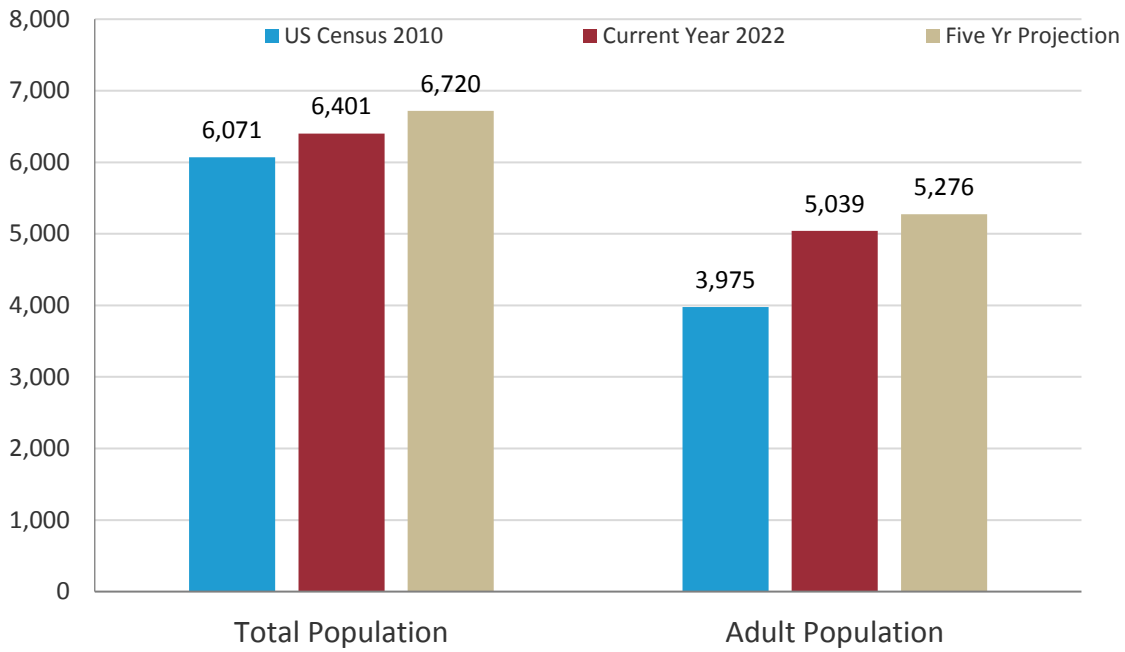
# Demographics for 233 g Parkway Dr, Williamsburg, Virginia 23185, United States

Trade Area: 1 Mile

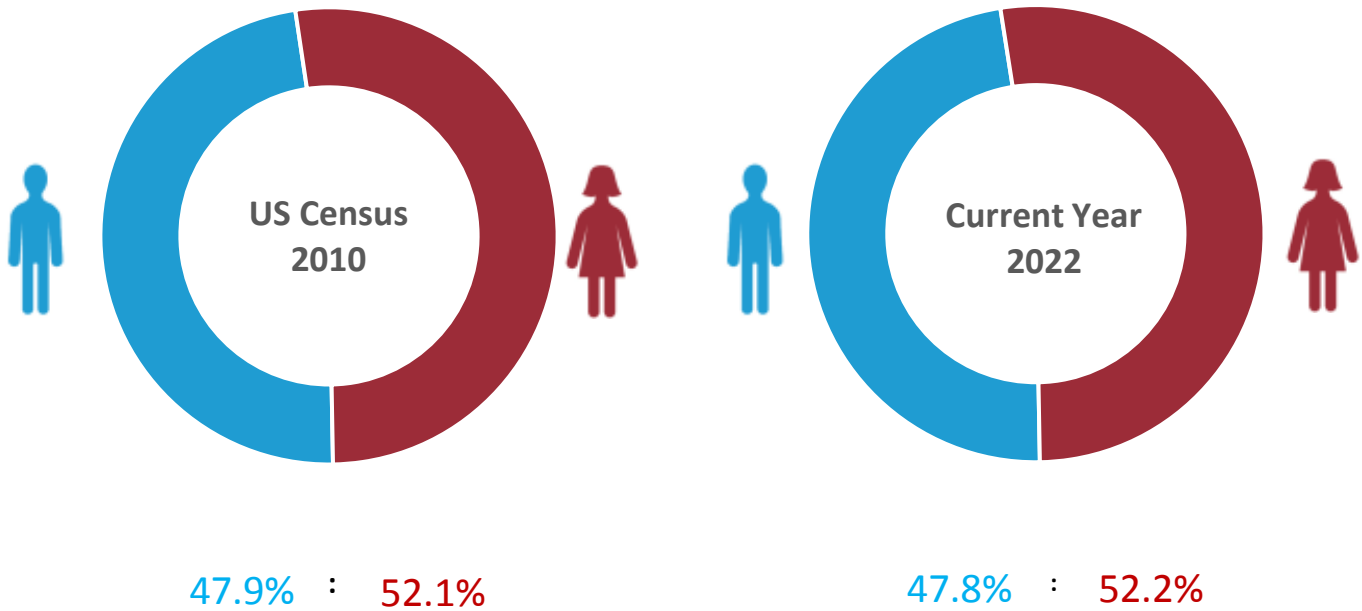


# Population Charts

## Population

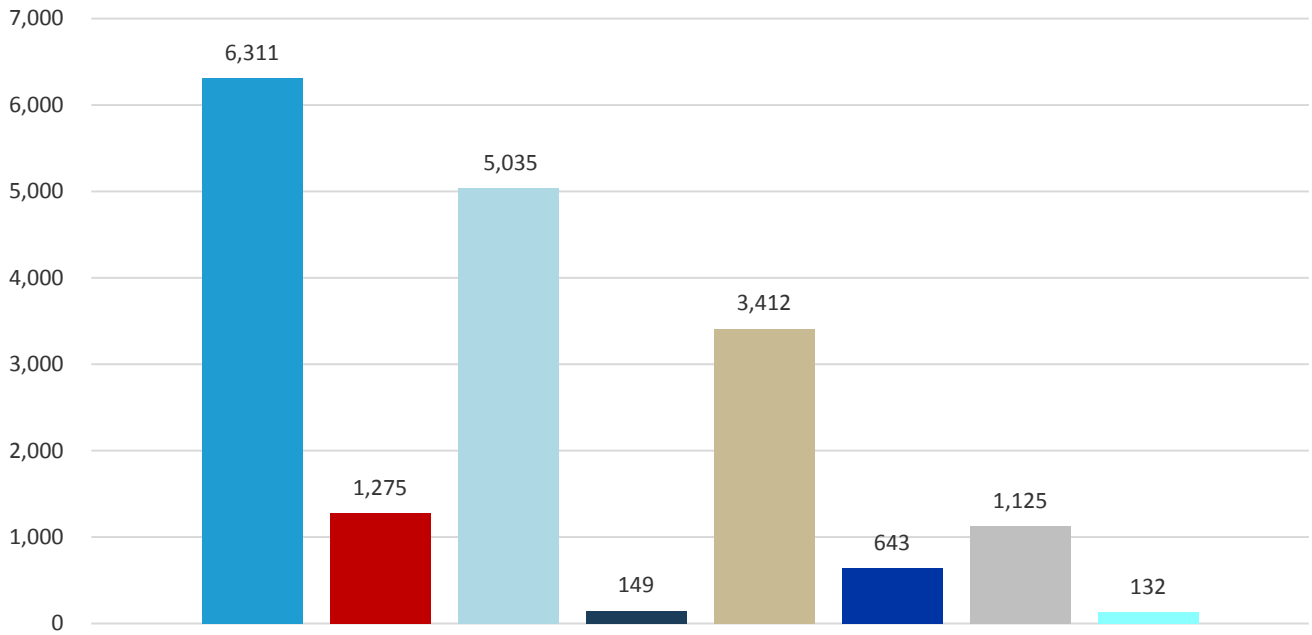


## Female/Male Ratio

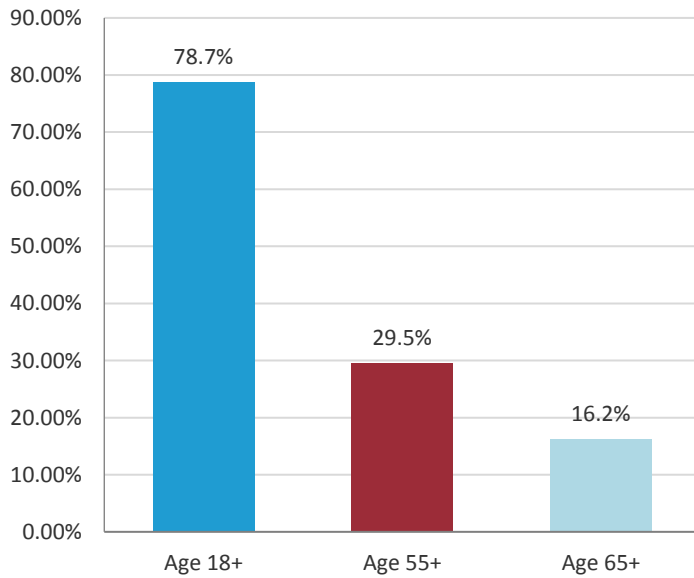


## Daytime Population

- 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



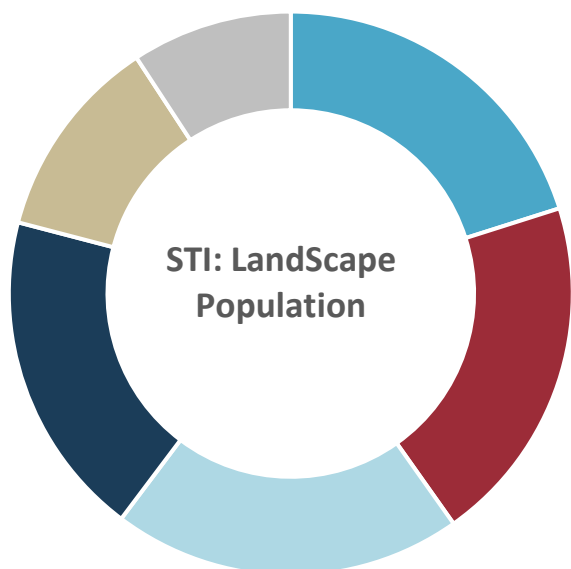
Median Age, Total

**39.1**

### Age Demographics

- 78.73% Age 18+
- 29.55% Age 55+
- 16.20% Age 65+

## Population STI: LandScape (Current Year)



### Top Six Segments:

- 16.0% Stocks and Scholars (J1)
- 16.0% Solo Acts (F3)
- 15.9% Sublime Suburbia (I5)
- 14.9% Wizards (E2)
- 9.3% Educated Earners (H1)
- 7.3% Kindred Spirit (B3)

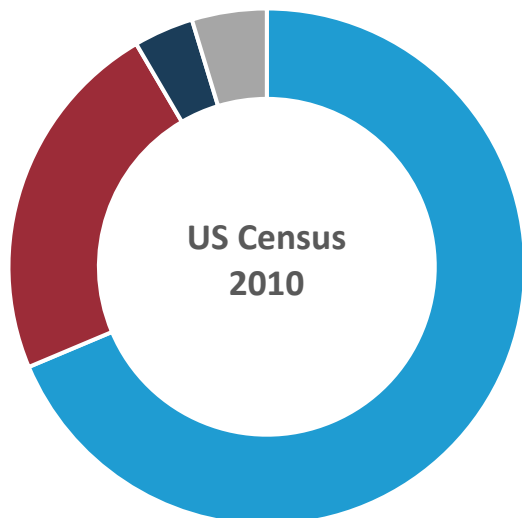
### Other top segments:

- 7.3% SM Seeks SF (F2)
- 6.3% Standing Tall (M2)
- 2.1% Apprentices (E3)
- 4.8% Collegians (O7)
- 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
Stocks and Scholars (J1)	\$112K	50.5	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
Solo Acts (F3)	\$49K	40.7	Urban	Single/Couple	White	Families	High School Grad	White Collar
Sublime Suburbia (I5)	\$70K	41.4	Suburban	Married	White	Few/No Children	High School Grad	White Collar
Wizards (E2)	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Educated Earners (H1)	\$52K	34.6	Suburban	Single	Diverse	Some Children	Bachelor's Degree	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trade s	White Collar
SM Seeks SF (F2)	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
Apprentices (E3)	\$78K	36.4	Urban	Single	White	Few/No Children	Bachelor's Plus	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 s	Blue/White Collar

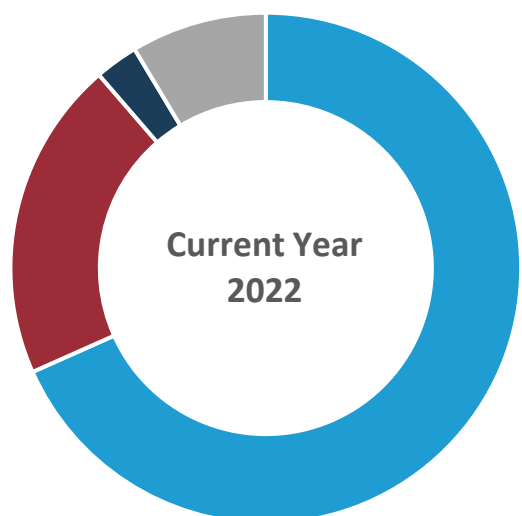
Please refer to the end of this report for full descriptions.

## Ethnicity (Not Hispanic/Latino)



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

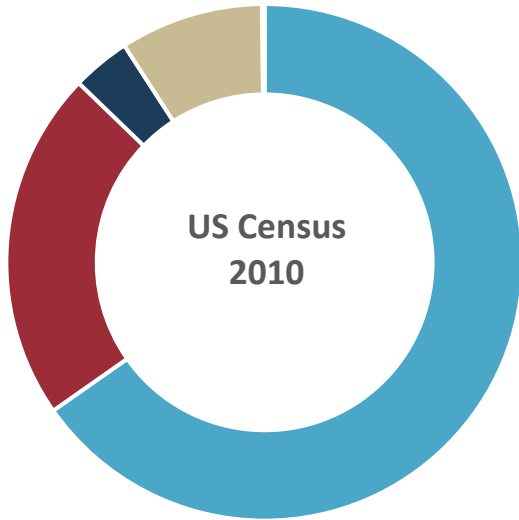
- 65.40% White
- 21.82% Black/African American
- 3.57% Asian
- 4.46% Other



### Current Year (Not Hispanic/Latino)

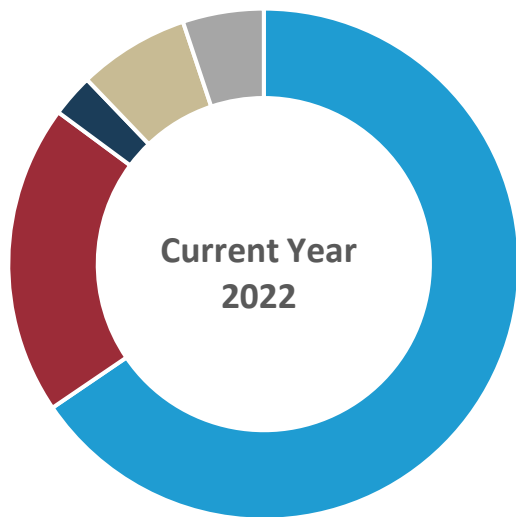
- 68.33% White
- 20.33% Black/African American
- 2.74% Asian
- 8.59% Other

## Ethnicity (Hispanic/Latino)



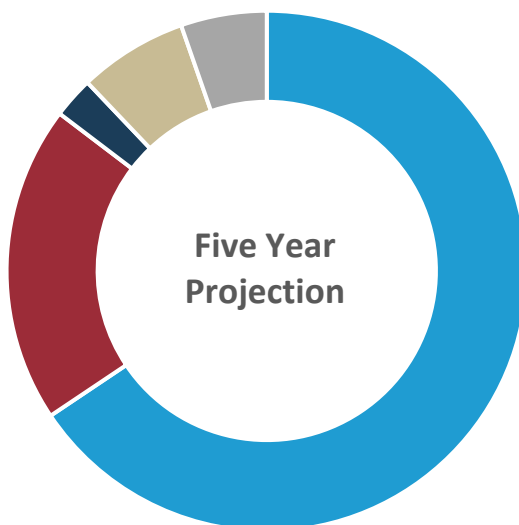
### 2010 US Census (Hispanic/Latino)

- 62.97% White
- 21.18% Black/African American
- 3.52% Asian
- 8.67% Hispanic
- 0.15% Other



### Current Year (Hispanic/Latino)

- 65.50% White
- 19.63% Black/African American
- 2.71% Asian
- 7.04% Hispanic
- 5.13% Other



### Five Year Projection (Hispanic/Latino)

- 65.61% White
- 19.73% Black/African American
- 2.55% Asian
- 6.77% Hispanic
- 5.34% Other

# Housing & Households

**4.0**  
Land Area

**2,761**  
Total Housing Units

**2,510**  
Total Households

**2,635**  
Total Households  
5 Year Projection

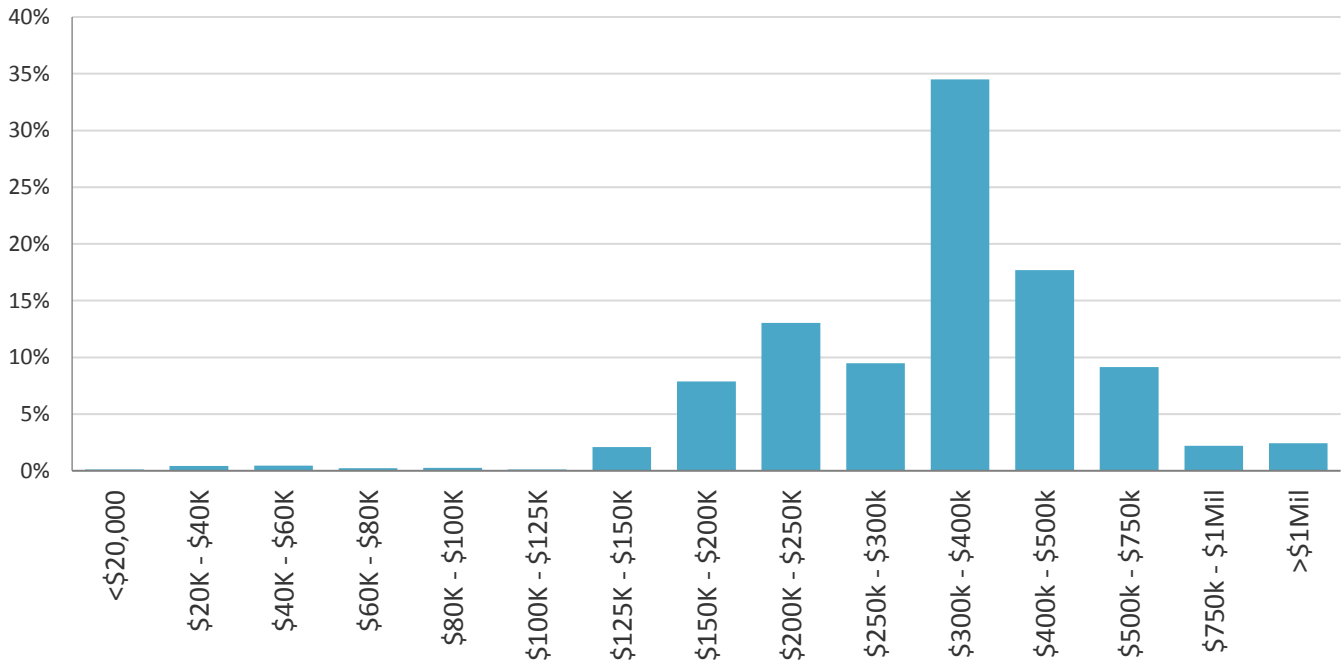


**1,418**  
Owner-Occupied

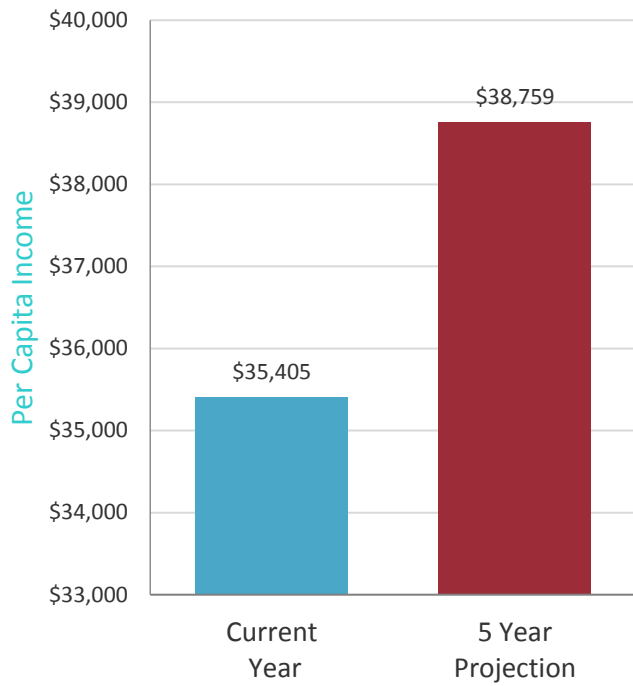


**1,093**  
Renter-Occupied

## Housing Value (Current Year)



## Income



Average Household Income

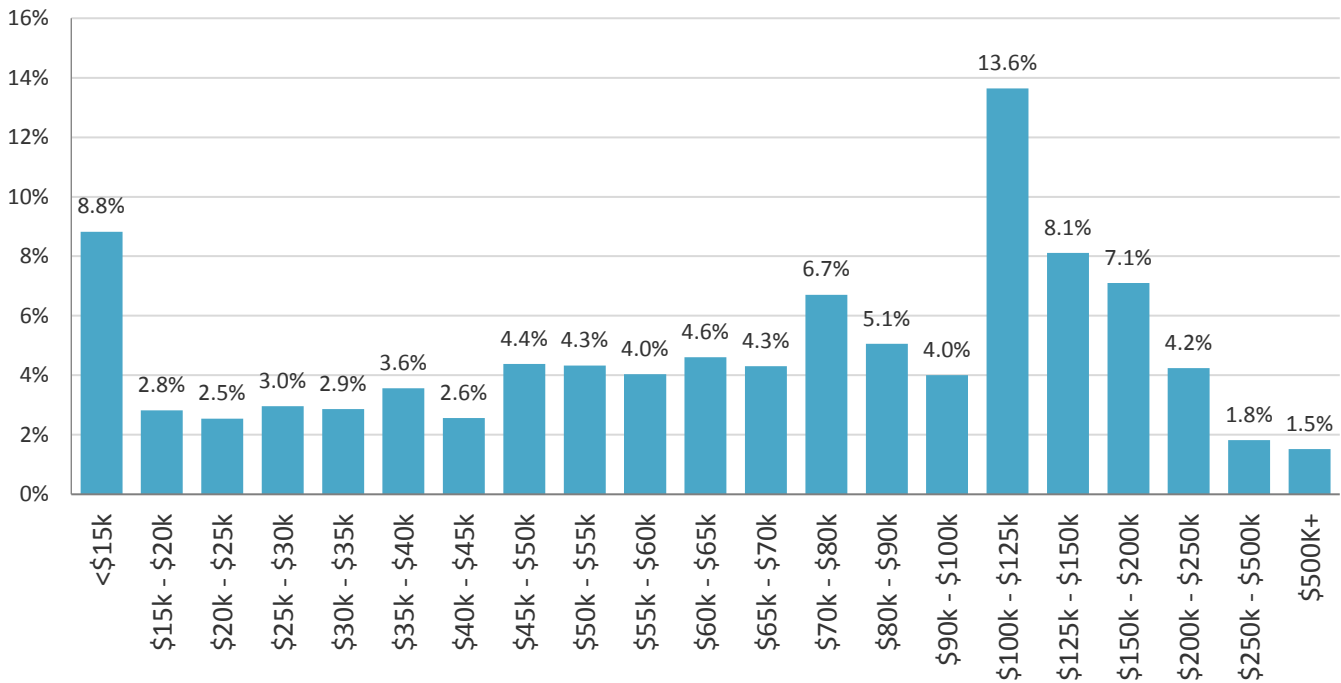
**\$90,278**

Median Household Income

**\$76,050**

Based on Total Population

## Households by Income (Current Year)



## Education (Current Year)

### Education



**3,617**

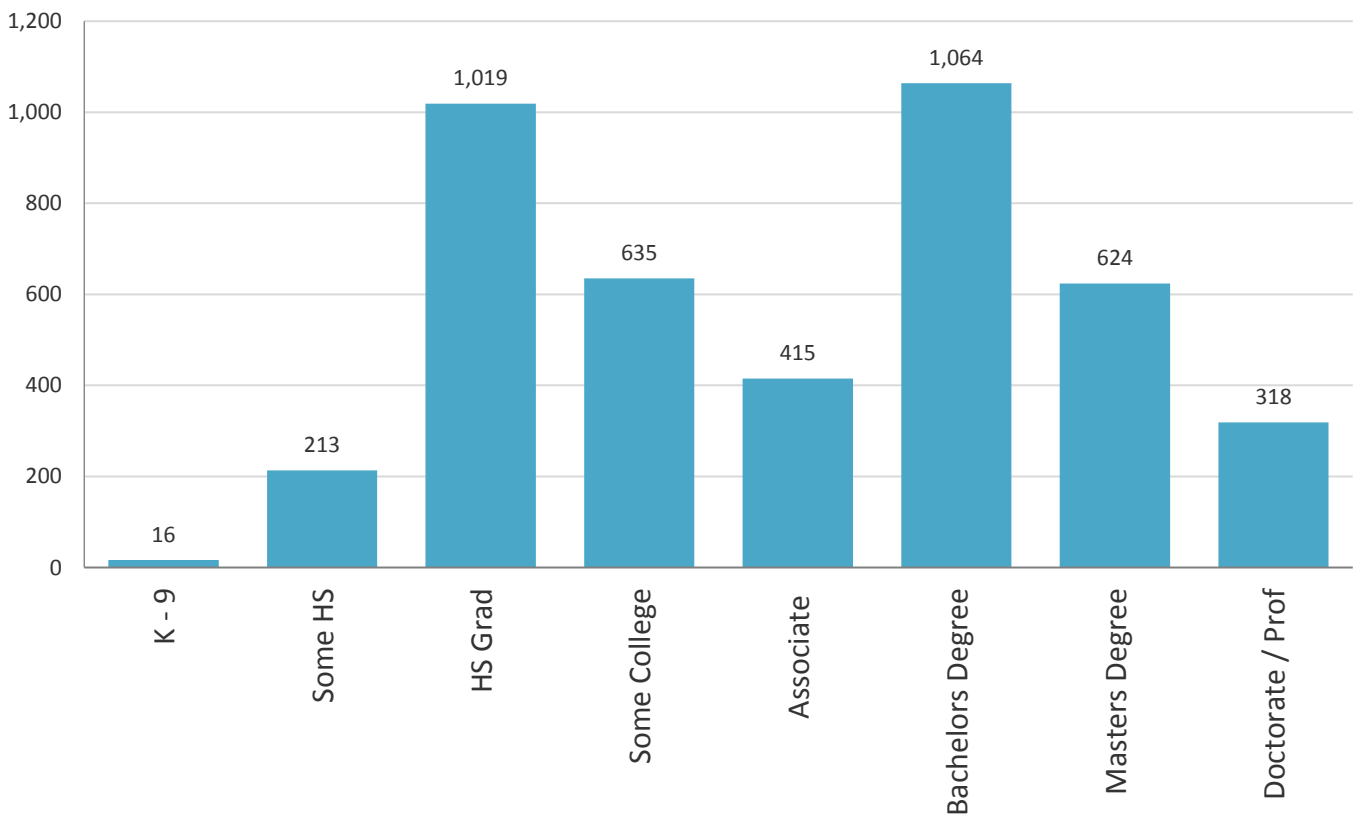
College undergraduate



**1,719**

Graduate or prof degree

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



# Employment and Occupation

## Employment and Occupation

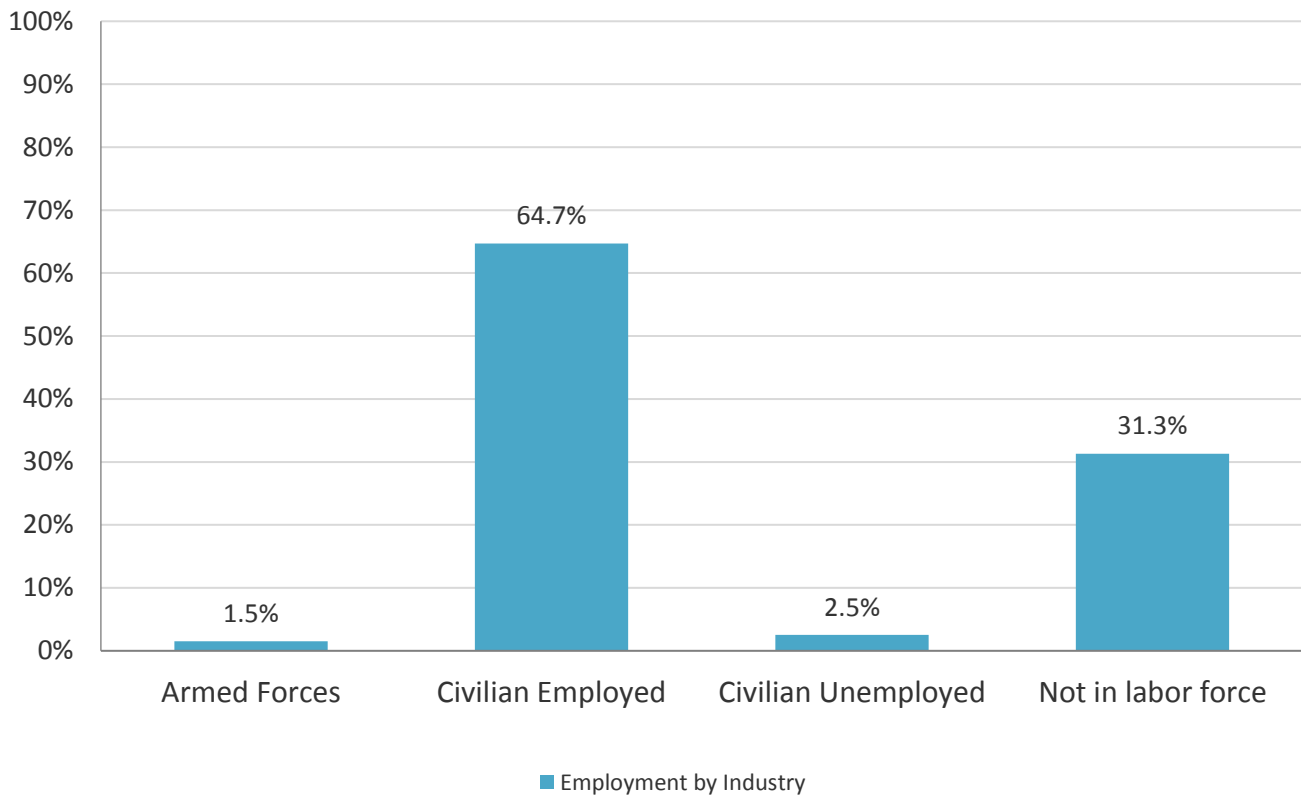
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**5,196**

Current Year

## Employment by Industry



## Transportation to Work (Current Year)



**3,130**

Total Workers 16+



**2,698**

Car, Truck or Van



**111**

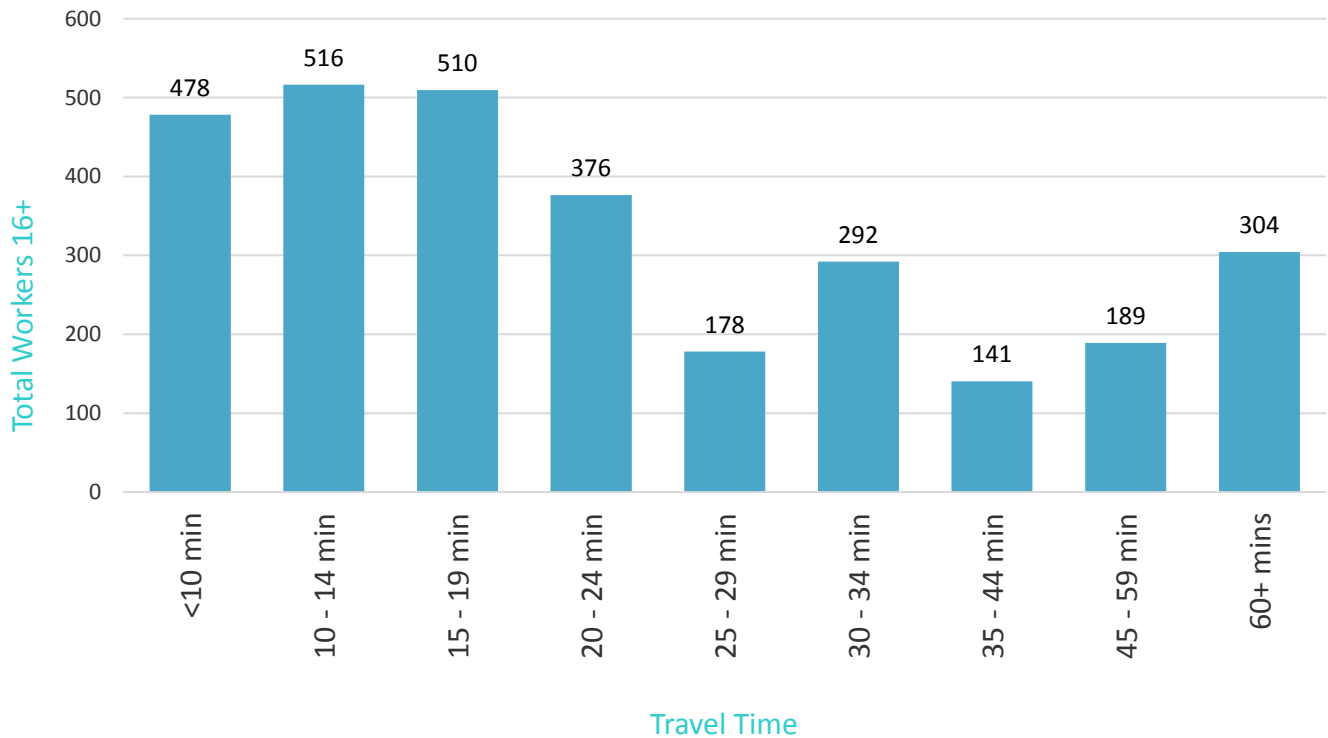
Public transport (not taxi)



**145**

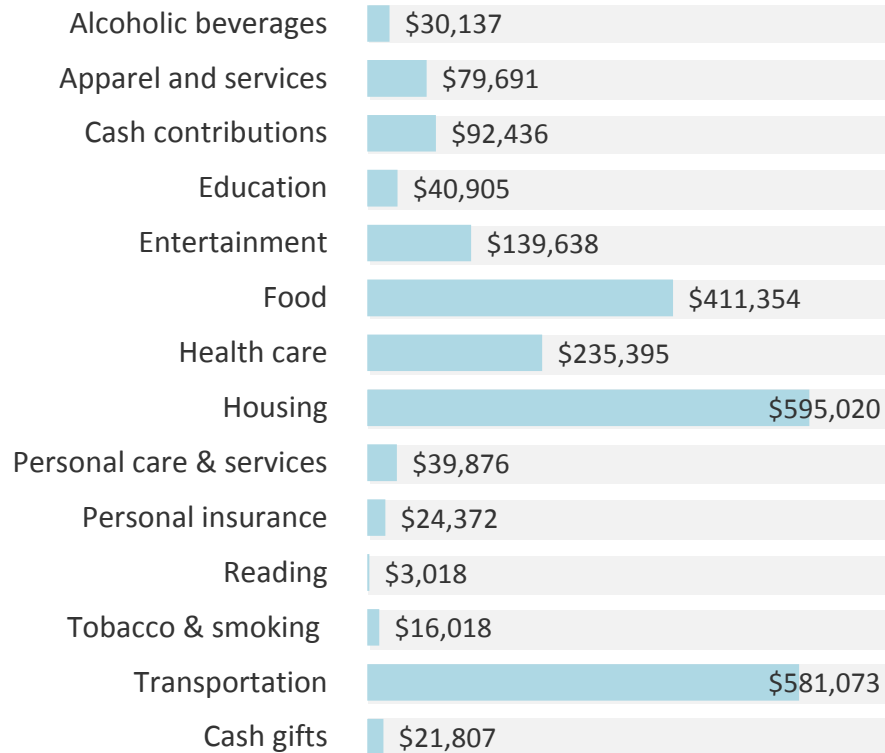
Worked at home

## Travel Time to Work (Current Year)



## Consumer Expenditures (Current Year)

### Consumer Expenditures



### Business Summary by NAICS Code

<b>1</b> Agriculture, Forestry, Fishing and Hunting	<b>11</b> Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	<b>10</b> Professional, Scientific, and Technical Services
<b>0</b> Utilities	Management of Companies and Enterprises
<b>7</b> Construction	<b>9</b> Administrative and Support Services
<b>2</b> Manufacturing	<b>4</b> Educational Services
<b>1</b> Wholesale Trade	<b>13</b> Health Care and Social Assistance
<b>40</b> Retail Trade	<b>7</b> Arts, Entertainment, and Recreation
<b>1</b> Transportation and Warehousing	<b>33</b> Accommodation and Food Services
<b>3</b> Information	<b>22</b> Other Services
<b>10</b> Finance and Insurance	<b>1</b> Public Administration

## Retail Sales Volume

Automotive Dealers	\$42,638,129
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$6,533,746
Furniture Stores	\$0
Home Furnishing Stores	\$4,055,737
Electronics and Appliance	\$1,430,478
Building Material, Supplies	\$5,561,710
Lawn and Garden Equipment	\$2,373,971
Grocery Stores	\$31,064,013
Specialty Food Stores	\$289,500
Beer, Wine, and Liquor Stores	\$9,076,052
Health and Personal Care Stores	\$12,829,035
Gasoline Stations	\$6,892,830
Clothing Stores	\$757,879
Shoe Stores	\$53,467
Jewelry, Luggage, Leather Goods	\$758,500
Sporting Goods, Hobby, Musical Instrument	\$1,934,253
Book, Periodical, and Music	\$195,409
Department Stores	\$0
Other General Merchandise	\$49,904,582
Florists and Misc. Store Retailers	\$391,255
Office Supplies, Stationary, Gift	\$268,802
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$433,451
Electronic Shopping and Mail Order	\$8,428,928
Direct Selling Establishments	\$638,465
Full-Service Restaurants	\$8,523,161
Limited-Service Eating Places	\$8,488,630
Special Food Services	\$393,780
Bar/Drinking Places (Alcoholic Beverages)	\$56,001

## **LandScape Segment Descriptions**

### **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.

### **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.

### **Sublime Suburbia (I5)**

Incomes go farther when there are no children to clothe, house, educate, and entertain. For a glimpse of suburban lifestyles with predominately married 30-year-olds, earning \$50,000s and \$60,000s, and with no children to support, take a drive through Sublime Suburbia segments. You're likely to find very comfortable homes on average size lots, because residents in these areas are able to maintain a solid average level of the American dreamscape by working hard and investing moderately. These segments are the most average in the Married in the Suburbs category - including average rankings in married-households, college educations, and employment in jobs such as management, food preparation, personal care, sales, office administration, and the repair industry. This group is also earning a slightly above-average level of investment income, which speaks to their comfortable lifestyle. They also show a slightly above-average level of retirement income, which indicates a patchwork of 65-plus residents among the "youngsters."

### **Wizards (E2)**

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30-something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher-than-twice-the-national-average in non-family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white-collar management and professional careers. These residents also earn a slightly higher-than-average level of income from interests/dividends and self-employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard-charging 9-to-5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child-free entertainment and to spend their money enjoying their independent lives.

### **Educated Earners (H1)**

Residents of Educated Earners segments are an anomaly: They have a relatively high level of college education (50- percent- above- average) and are employed in a slightly above- average level of professional, white- collar jobs, yet their annual income is only in the \$30,000s and \$40,000s. Contributing to this relatively low- income level could be their young age, which is in the 20s and low- 30s. However, they could also be held down by their relatively high rate of single- parent households. This Single in the Suburbs segments has a 50- percent- higher- than- average level of single parents (both male and female) with children, especially kids under six years old. Some of the singles have never been married (50- percent- above- average) and a slightly lower divorce rate. One could easily presume that because these suburbanites have a 50- percent- above- average level of college education and an average level of employment in fields such as management, sales, and office support, they may one day work their way into a higher income level. However, reaching that goal may mean moving out of the suburbs and into a city.

### **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.

### **SM Seeks SF (F2)**

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

### **Standing Tall (M2)**

Within occupations such as healthcare, protective services, and office administration, you'll find levels of status and income. Residents of Standing Tall market segments are at the higher ends of both scales, estimated chiefly on the neighborhoods' median income range, which is high- \$30,000s to the \$40,000s. They also have the second lowest ranking on public- assistance income in their market segmentation category: about 50- percent- the- national- average. Overall, these demographic facts put the Standing Tall residents in a very comfortable consumer category. Residents inhabiting these areas are overwhelmingly in their 30s, have high- school degrees, are single- parent households, and have an average number of children under their roofs. Specifically, Standing Tall segments have about a 50- percent- higher- than- average percent of single- parent homes, but well- over- two- times- the- national- average are with female- heads- of- households. These areas also have an over- 25- percent- higher- than- average number of divorcees and widows/widowers.

### **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 overridingly 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

### **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.