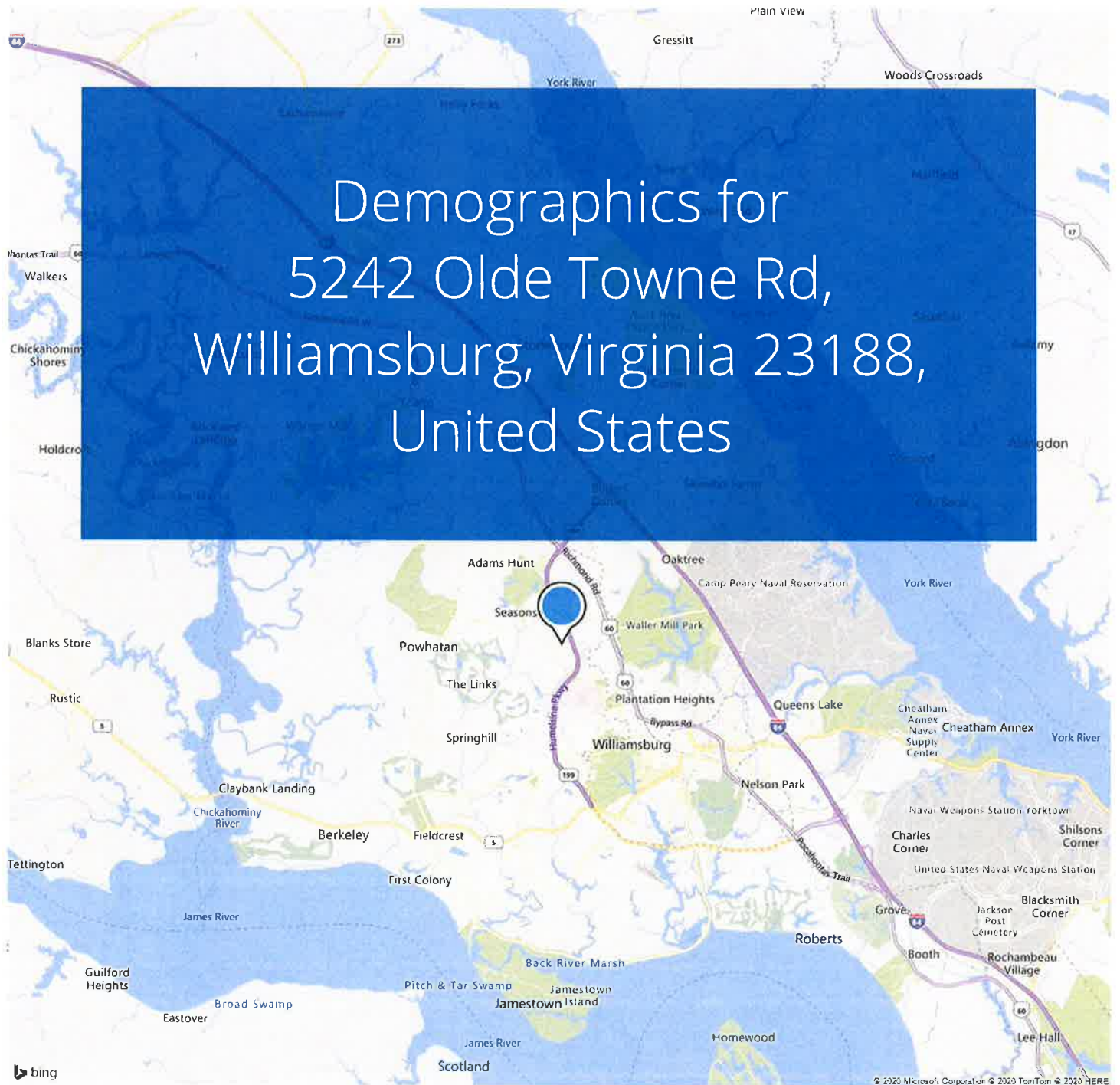




Demographics for
5242 Olde Towne Rd,
Williamsburg, Virginia 23188,
United States



Population

Population

	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	6,382	28,714	59,658
Total Population (Current Year)	7,129	32,475	67,279
Total Population (Five Year Projection)	7,488	34,415	71,285
Adult Population (US Census 2010)	4,918	23,311	48,626
Adult Population (Current Year)	5,535	26,535	55,334
Adult Population (Five Year Projection)	5,837	28,252	59,005
% Female Population (US Census 2010)	52.55%	52.81%	52.42%
% Male Population (US Census 2010)	47.45%	47.19%	47.58%
% Female Population (Current Year)	52.29%	53.11%	52.74%
% Male Population (Current Year)	47.71%	46.89%	47.26%
% Female Population (Five Year Projection)	52.22%	53.19%	52.81%
% Male Population (Five Year Projection)	47.78%	46.81%	47.19%
Total Daytime Population	6,523	43,386	85,169
Population aged 16 and under (Children)	552	4,942	11,426
Daytime population (Age 16+)	5,972	38,444	73,743
Civilian 16+, at Workplace	4,036	24,872	41,082
Retired population (Age 65+)	1,102	7,051	13,573
Homemakers (Age 16+)	419	2,926	5,627

Population Mosaic (Current Year)

	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	0%
% Flourishing Families	0%	0%	0%
% Booming with Confidence	32.16%	40.76%	44.08%
% Suburban Style	26.13%	10.67%	5.12%
% Thriving Boomers	0%	0.17%	1.54%
% Promising Families	0%	0%	0%
% Young City Solos	0%	0%	0%

% Middle-class Melting Pot	0%	0%	0%
% Family Union	0%	0%	0%
% Autumn Years	4.39%	11.74%	9.7%
% Significant Singles	12.66%	7.45%	4.65%
% Blue Sky Boomers	0%	0%	0%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	0.3%	1.08%
% Singles and Starters	24.66%	14.42%	16.59%
% Cultural Connections	0%	0%	0%
% Golden Year Guardians	0%	14.48%	17.23%
% Aspirational Fusion	0%	0%	0%
% Economic Challenges	0%	0%	0%
% Unclassified	0%	0%	0%

Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	37.48	42.82	42.78
% Age 18+	77.64%	81.71%	82.25%
% Age 55+	29.84%	37.14%	36.73%
% Age 65+	17.93%	25.33%	23.89%

Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	73.32%	77.65%	80.56%
% Black/African American (2010 US Census, Not Hispanic/Latino)	19.47%	15.73%	12.93%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.43%	0.25%	0.26%
% Asian (2010 US Census, Not Hispanic/Latino)	2.57%	3.37%	3.5%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0.06%	0.1%	0.1%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.4%	0.25%	0.2%
% Two or more races (2010 US Census, Not Hispanic/Latino)	3.75%	2.64%	2.45%
% White (2010 US Census, Hispanic/Latino)	50.39%	57.11%	55.31%
% Black/African American (2010 US Census, Hispanic/Latino)	8.32%	5.58%	5.39%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	0.34%	0.65%	0.59%

% Asian (2010 US Census, Hispanic/Latino)	0.06%	0.85%	0.71%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0%	0.05%	0.04%
% Some other race (2010 US Census, Hispanic/Latino)	33.8%	26.66%	28.48%
% Two or more races (2010 US Census, Hispanic/Latino)	7.09%	9.09%	9.48%
% White (Current Year, Not Hispanic/Latino)	70.31%	75.55%	78.8%
% Black/African American (Current Year, Not Hispanic/Latino)	20.65%	16.65%	13.59%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.52%	0.29%	0.31%
% Asian (Current Year, Not Hispanic/Latino)	3.09%	3.87%	4.01%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0.09%	0.1%	0.12%
% Some other race (Current Year, Not Hispanic/Latino)	0.43%	0.27%	0.2%
% Two or more races (Current Year, Not Hispanic/Latino)	4.9%	3.27%	2.97%
% White (Current Year), Hispanic/Latino	46.48%	53.23%	52.82%
% Black/African American (Current Year, Hispanic/Latino)	10.37%	6.7%	6.32%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	0.78%	1.08%	1.1%
% Asian (Current Year, Hispanic/Latino)	0.09%	1.31%	0.98%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0%	0%	0%
% Some other race (Current Year, Hispanic/Latino)	32.44%	26.74%	27.87%
% Two or more races (Current Year, Hispanic/Latino)	9.84%	10.93%	10.9%
% White (Five Year Projection, Not Hispanic/Latino)	68.16%	74.03%	77.5%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	21.58%	17.26%	14.02%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.53%	0.29%	0.32%
% Asian (Five Year Projection, Not Hispanic/Latino)	3.38%	4.21%	4.36%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.09%	0.1%	0.13%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.46%	0.28%	0.21%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	5.81%	3.83%	3.47%
% White (Five Year Projection, Hispanic/Latino)	45.78%	52.7%	52.75%
% Black/African American (Five Year Projection, Hispanic/Latino)	10.62%	6.79%	6.33%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	0.67%	0.96%	1.02%
% Asian (Five Year Projection, Hispanic/Latino)	0.1%	1.34%	0.95%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0%	0%	0%
% Some other race (Five Year Projection, Hispanic/Latino)	32.6%	26.8%	27.72%
% Two or more races (Five Year Projection, Hispanic/Latino)	10.24%	11.41%	11.23%

Housing & Households

Housing and Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	3.19	28.2	82.87
Total Housing Units (Current Year)	3,705	16,281	30,381
Total Households (Current Year)	3,034	13,265	26,314
Total Households (Five Year Projection)	3,184	14,112	28,058
Owner-Occupied: Owned with a mortgage or loan	1,156	5,706	11,850
Owner-Occupied: Owned free and clear	445	2,538	5,545
Renter-Occupied	1,433	5,021	8,919

Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	0	22	61
Housing Value \$10,000-\$14,999	0	6	22
Housing Value \$15,000-\$19,999	4	15	41
Housing Value \$20,000-\$24,999	2	19	64
Housing Value \$25,000-\$29,999	2	43	86
Housing Value \$30,000-\$34,999	1	15	40
Housing Value \$35,000-\$39,999	0	1	10
Housing Value \$40,000-\$49,999	0	11	36
Housing Value \$50,000-\$59,999	8	36	49
Housing Value \$60,000-\$69,999	6	21	50
Housing Value \$70,000-\$79,999	4	19	42
Housing Value \$80,000-\$89,999	1	10	36
Housing Value \$90,000-\$99,999	7	26	77
Housing Value \$100,000-\$124,999	33	155	271
Housing Value \$125,000-\$149,999	50	195	419
Housing Value \$150,000-\$174,999	107	379	668
Housing Value \$175,000-\$199,999	101	336	658
Housing Value \$200,000-\$249,999	199	680	1,390

Housing Value \$250,000-\$299,999	151	771	1,610
Housing Value \$300,000-\$399,999	313	1,491	3,342
Housing Value \$400,000-\$499,999	318	1,613	3,527
Housing Value \$500,000-\$749,999	187	1,545	3,043
Housing Value \$750,000-\$999,999	73	584	1,266
Housing Value \$1,000,000 or more	33	251	587
Total Owner-occupied housing units (OOHU)	1,601	8,244	17,395

Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$31,057	\$37,762	\$37,337
Per Capita Income (Current Year, based on Total Population)	\$37,144	\$46,605	\$46,575
Per Capita Income (Five Year Projection, based on Total Population)	\$42,548	\$54,342	\$54,394
Average (Mean) Household Income (Current Year)	\$87,196	\$109,617	\$116,420
Median Household Income (Current Year)	\$70,196	\$83,848	\$88,972

% Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	5.11%	4.58%	4.67%
% Household Income \$10,000-\$14,999	2.76%	2.73%	2.55%
% Household Income \$15,000-\$19,999	4.6%	3.22%	2.77%
% Household Income \$20,000-\$24,999	4.7%	3.68%	3.01%
% Household Income \$25,000-\$29,999	3.47%	3.09%	2.88%
% Household Income \$30,000-\$34,999	2.9%	2.55%	2.43%
% Household Income \$35,000-\$39,999	2.92%	3.45%	3.34%
% Household Income \$40,000-\$44,999	5%	3.96%	3.42%
% Household Income \$45,000-\$49,999	3.3%	3.01%	2.94%
% Household Income \$50,000-\$59,999	7.65%	6.45%	6.05%
% Household Income \$60,000-\$74,999	10.94%	8.3%	8.39%
% Household Income \$75,000-\$99,999	14.26%	14.08%	13.43%
% Household Income \$100,000-\$124,999	12.62%	13.35%	13.51%
% Household Income \$125,000-\$149,999	6.88%	8.11%	8.96%
% Household Income \$150,000-\$199,999	9.13%	10.43%	10.99%

% Household Income \$200,000-\$249,999	1.61%	3.79%	4.55%
% Household Income \$250,000-\$499,999	1.42%	3.22%	3.84%
% Household Income \$500,000+	0.72%	2.01%	2.25%

Education (Current Year)

Education

	1-mi.	3-mi.	5-mi.
College undergraduate	309	3,327	8,102
Graduate or prof school	172	745	1,874

Educational Attainment

	1-mi.	3-mi.	5-mi.
No schooling completed	93	220	310
Nursery to 4th grade	10	39	59
5th and 6th grade	20	58	116
7th and 8th grade	54	168	308
9th grade	46	150	255
10th grade	47	234	396
11th grade	53	189	328
12th grade, no diploma	62	212	429
High school graduate, GED	878	4,061	8,102
Some college, <1 year	259	1,165	2,547
Some college, 1+ years	799	3,094	5,974
Associate's degree	381	1,655	3,443
Bachelor's degree	1,262	6,645	13,149
Master's degree	671	3,536	7,795
Professional school degree	133	626	1,597
Doctorate degree	196	685	1,674

Employment and Occupation

Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	2,955	11,442	25,248
Total Civilian employed population aged 16+ (Current Year)	4,013	16,342	35,372
Total Civilian employed population aged 16+ (Five Year Projection)	4,289	17,663	38,232

% Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	1.45%	1.32%	1.48%
% Civilian, Employed (2010 US Census)	93.47%	91.23%	91.5%
% Civilian, Unemployed (2010 US Census)	5.08%	7.45%	7.02%
% Not in Labor Force (2010 US Census)	37.83%	47.64%	44.81%
% Armed Forces (Current Year)	1.12%	1.01%	1.13%
% Civilian, Employed (Current Year)	96.17%	95.33%	95.45%
% Civilian, Unemployed (Current Year)	2.71%	3.66%	3.42%
% Not in Labor Force (Current Year)	26.7%	37%	34.73%
% Armed Forces (Five Year Projection)	1.03%	0.91%	1.02%
% Civilian, Employed (Five Year Projection)	95.78%	94.8%	94.96%
% Civilian, Unemployed (Five Year Projection)	3.2%	4.29%	4.02%
% Not in Labor Force (Five Year Projection)	25.31%	35.62%	33.41%

Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	4,013	16,342	35,372
Car, truck, or van	3,578	14,264	30,415
Public transport (not taxi)	52	124	316
Worked at home	214	871	2,102

Travel Time to Work (Current Year)

	1-mi.	3-mi.	5-mi.
< 5 minutes	64	539	1,138
5-9 minutes	650	2,063	4,402
10-14 minutes	901	3,434	7,418
15-19 minutes	629	3,020	6,465
20-24 minutes	440	1,693	3,539
25-29 minutes	100	506	1,270
30-34 minutes	345	1,229	2,535
35-39 minutes	123	458	1,026
40-44 minutes	135	467	977
45-59 minutes	200	1,000	2,235
60-89 minutes	157	843	1,724
90+ minutes	54	219	542

Consumer Expenditures (Current Year)

Consumer Expenditures

	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$1,283,048	\$5,838,657	\$11,832,727
Total Apparel and services	\$4,748,583	\$21,154,690	\$42,303,510
Total Cash contributions	\$6,602,195	\$34,749,893	\$73,265,998
Total Education	\$2,513,833	\$10,956,796	\$22,969,088
Total Entertainment	\$9,045,375	\$42,874,766	\$87,740,390
Total Food	\$20,252,151	\$97,316,860	\$198,175,274
Total Gifts	\$2,387,501	\$10,787,780	\$22,248,154
Total Healthcare	\$14,471,169	\$73,236,788	\$149,330,489
Total Housing	\$54,426,281	\$262,383,293	\$532,433,164
Total Miscellaneous	\$3,888,390	\$17,690,141	\$36,079,097
Total Personal care products and services	\$2,104,917	\$10,439,938	\$21,422,382
Total Personal insurance and pensions	\$23,186,675	\$106,535,155	\$220,288,695
Total Reading	\$231,688	\$1,166,963	\$2,384,934
Total Tobacco products and smoking supplies	\$1,211,078	\$4,856,012	\$9,615,335
Total Transportation	\$35,244,966	\$166,551,557	\$332,597,937

Retail Demand by Store Type

	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$132,325,936	\$624,150,980	\$1,258,509,331
Building Material & Garden Equipment & Supply Dealers	\$7,132,973	\$37,057,147	\$75,945,578
Clothing & Clothing Accessories Stores	\$5,493,294	\$24,810,651	\$49,773,495
Electronics and Appliance Stores	\$1,883,923	\$9,098,277	\$18,215,451
Food & Beverage Stores	\$15,261,220	\$74,000,596	\$150,300,166
Food Services & Drinking Places	\$15,467,390	\$72,755,617	\$148,225,214
Furniture & Home Furnishings Stores	\$2,698,744	\$12,085,733	\$23,836,990
Gasoline stations	\$11,132,918	\$50,378,459	\$99,766,268
General Merchandise Stores	\$14,515,207	\$69,094,693	\$139,488,925

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$26,595,182	\$124,408,330	\$250,242,211
Health & Personal Care Stores	\$7,873,096	\$40,587,002	\$83,145,834
Miscellaneous Store Retailers	\$2,360,677	\$11,331,920	\$22,671,804
Motor Vehicle & Parts Dealers	\$31,996,591	\$143,681,841	\$287,120,330
Nonstore retailers	\$15,051,165	\$72,581,085	\$146,378,315
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$1,458,738	\$6,687,959	\$13,640,964

Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	2	20	51
Construction (15-17)	10	70	126
Finance, Insurance, & Real Estate (60-69)	25	171	309
Manufacturing (20-39)	4	28	53
Mining (10-14)	0	0	1
Public Administration (90-98)	4	21	47
Retail Trade (52-59)	90	442	707
Services (70-89)	107	761	1,459
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	12	57	105
Wholesale Trade (50-51)	6	37	77