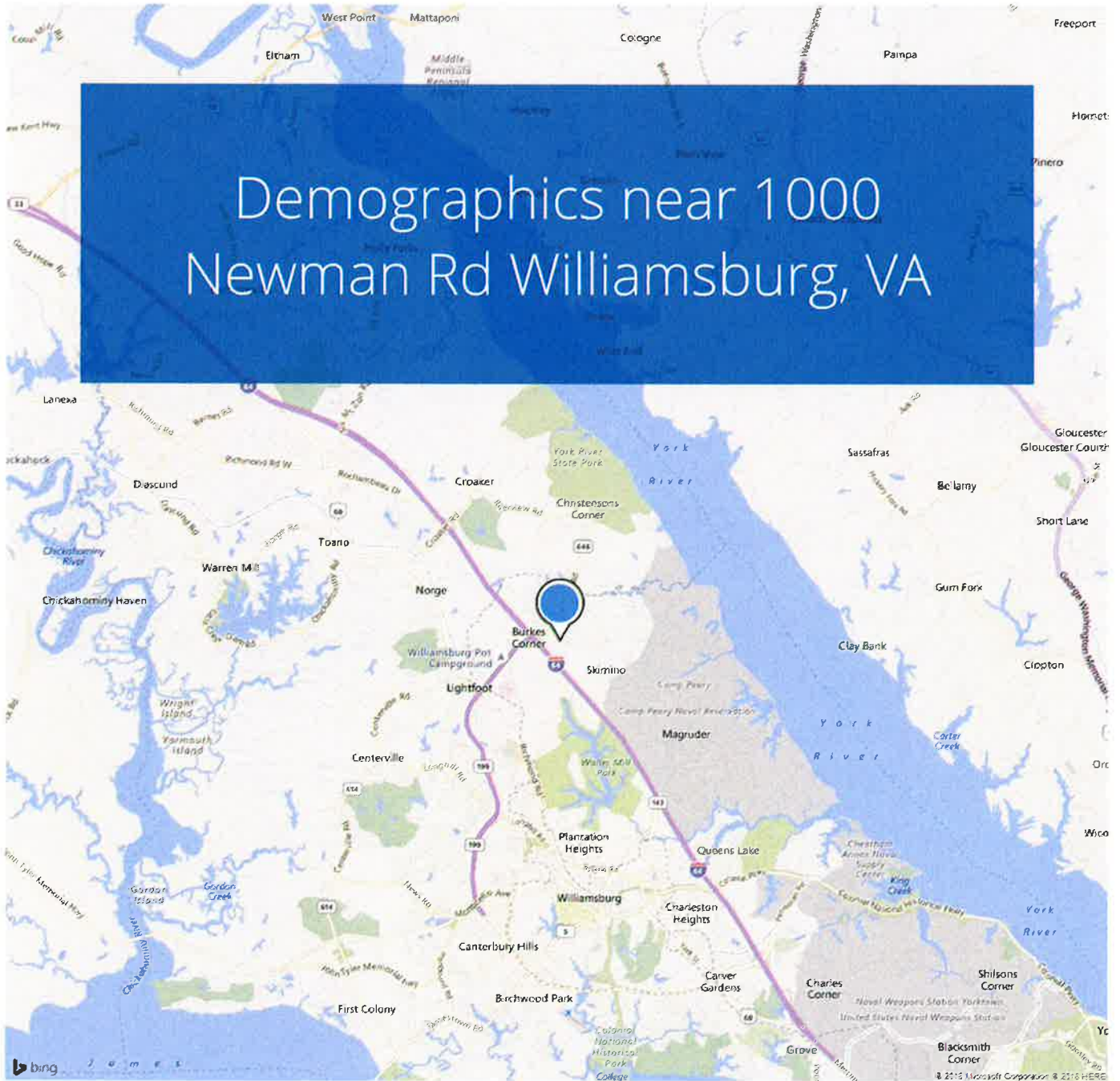




**COLDWELL  
BANKER  
COMMERCIAL**

# Demographics near 1000 Newman Rd Williamsburg, VA



**John Wilson**  
Direct: 757-345-5060

## Population

### Population

	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	785	9,122	30,995
Total Population (Current Year)	795	10,256	34,944
Total Population (Five Year Projection)	844	11,666	39,497
Adult Population (US Census 2010)	603	7,112	24,551
Adult Population (Current Year)	617	7,994	27,584
Adult Population (Five Year Projection)	657	9,263	31,827
% Female Population (US Census 2010)	49.76%	51.95%	52.31%
% Male Population (US Census 2010)	50.24%	48.05%	47.69%
% Female Population (Current Year)	49.79%	51.79%	52.34%
% Male Population (Current Year)	50.21%	48.21%	47.66%
% Female Population (Five Year Projection)	49.45%	51.73%	52.36%
% Male Population (Five Year Projection)	50.55%	48.27%	47.64%
Total Daytime Population	354	10,057	38,963
Population aged 16 and under (Children)	49	1,809	6,206
Daytime population (Age 16+)	305	8,248	32,757
Civilian 16+, at Workplace	92	5,052	20,279
Retired population (Age 65+)	104	1,750	6,421
Homemakers (Age 16+)	60	764	2,943

### Population Mosaic (Current Year)

	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	0%
% Flourishing Families	0%	0%	0%
% Booming with Confidence	25.95%	19.82%	38.65%
% Suburban Style	0%	17.77%	10.02%
% Thriving Boomers	71.75%	6.02%	6.61%
% 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	0%	16.05%	10.84%
% Significant Singles	0%	0%	7.36%
% Blue Sky Boomers	0%	0%	0.98%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	0%	0%
% Singles and Starters	0%	6.47%	10.13%
% Cultural Connections	0%	0%	0%
% Golden Year Guardians	2.3%	33.87%	15.4%
% Aspirational Fusion	0%	0%	0%
% Economic Challenges	0%	0%	0%
% Unclassified	0%	0%	0%

## Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	43	43.33	43.08
% Age 18+	77.02%	78.76%	79.82%
% Age 55+	31.48%	34.4%	35.09%
% Age 65+	15.01%	20.23%	22.03%

## Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	83.3%	78.43%	76.89%
% Black/African American (2010 US Census, Not Hispanic/Latino)	12.7%	16.08%	17.44%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.19%	0.36%	0.33%
% Asian (2010 US Census, Not Hispanic/Latino)	1.39%	2.22%	2.44%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0.03%	0.08%	0.07%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.48%	0.22%	0.24%
% Two or more races (2010 US Census, Not Hispanic/Latino)	1.9%	2.61%	2.61%
% White (2010 US Census, Hispanic/Latino)	57.94%	57.34%	53.33%
% Black/African American (2010 US Census, Hispanic/Latino)	0.86%	6.21%	5.92%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	0.21%	0.5%	0.61%

% Asian (2010 US Census, Hispanic/Latino)	0.21%	0.57%	0.55%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0%	0%	0.03%
% Some other race (2010 US Census, Hispanic/Latino)	23.81%	26.66%	30.38%
% Two or more races (2010 US Census, Hispanic/Latino)	16.96%	8.72%	9.18%
% White (Current Year, Not Hispanic/Latino)	83.37%	77.26%	75.18%
% Black/African American (Current Year, Not Hispanic/Latino)	12.39%	16.24%	18.2%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.18%	0.38%	0.35%
% Asian (Current Year, Not Hispanic/Latino)	1.51%	2.62%	2.83%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0.06%	0.1%	0.08%
% Some other race (Current Year, Not Hispanic/Latino)	0.6%	0.21%	0.24%
% Two or more races (Current Year, Not Hispanic/Latino)	1.9%	3.2%	3.12%
% White (Current Year), Hispanic/Latino	53.59%	56.02%	52.3%
% Black/African American (Current Year, Hispanic/Latino)	0.62%	6.55%	5.97%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	0.35%	0.61%	0.85%
% Asian (Current Year, Hispanic/Latino)	0.2%	0.61%	0.61%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0%	0%	0%
% Some other race (Current Year, Hispanic/Latino)	32.91%	26.53%	30.03%
% Two or more races (Current Year, Hispanic/Latino)	12.32%	9.68%	10.25%
% White (Five Year Projection, Not Hispanic/Latino)	82.52%	75.87%	73.76%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	12.87%	16.83%	18.85%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.17%	0.4%	0.37%
% Asian (Five Year Projection, Not Hispanic/Latino)	1.56%	2.83%	3.06%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.07%	0.1%	0.08%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.57%	0.2%	0.24%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	2.24%	3.77%	3.65%
% White (Five Year Projection, Hispanic/Latino)	53.08%	55.38%	51.89%
% Black/African American (Five Year Projection, Hispanic/Latino)	0.53%	6.5%	5.87%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	0.43%	0.61%	0.84%
% Asian (Five Year Projection, Hispanic/Latino)	0.22%	0.56%	0.58%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0%	0%	0%
% Some other race (Five Year Projection, Hispanic/Latino)	35.13%	27.06%	30.37%
% Two or more races (Five Year Projection, Hispanic/Latino)	10.61%	9.89%	10.45%

## Housing & Households

### Housing and Households

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
Land Area (Estimated Square Miles)	3.38	28.73	66.29
Total Housing Units (Current Year)	301	4,346	16,999
Total Households (Current Year)	282	3,941	14,159
Total Households (Five Year Projection)	303	4,533	16,217
Owner-Occupied: Owned with a mortgage or loan	167	2,054	6,484
Owner-Occupied: Owned free and clear	55	811	2,802
Renter-Occupied	60	1,043	4,755

### Housing Value (Current Year)

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
Housing Value < \$10,000	3	20	46
Housing Value \$10,000-\$14,999	0	10	19
Housing Value \$15,000-\$19,999	3	16	30
Housing Value \$20,000-\$24,999	0	29	56
Housing Value \$25,000-\$29,999	2	25	48
Housing Value \$30,000-\$34,999	0	28	48
Housing Value \$35,000-\$39,999	0	10	19
Housing Value \$40,000-\$49,999	5	17	31
Housing Value \$50,000-\$59,999	0	3	40
Housing Value \$60,000-\$69,999	0	7	26
Housing Value \$70,000-\$79,999	1	11	34
Housing Value \$80,000-\$89,999	5	11	27
Housing Value \$90,000-\$99,999	6	23	54
Housing Value \$100,000-\$124,999	8	76	207
Housing Value \$125,000-\$149,999	10	104	307
Housing Value \$150,000-\$174,999	17	198	595
Housing Value \$175,000-\$199,999	19	170	495
Housing Value \$200,000-\$249,999	35	393	1,056

Housing Value \$250,000-\$299,999	42	377	1,076
Housing Value \$300,000-\$399,999	22	584	1,968
Housing Value \$400,000-\$499,999	22	432	1,576
Housing Value \$500,000-\$749,999	17	209	1,028
Housing Value \$750,000-\$999,999	6	88	365
Housing Value \$1,000,000 or more	0	21	134
Total Owner-occupied housing units (OOHU)	223	2,865	9,286

## Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$30,247	\$29,373	\$34,060
Per Capita Income (Current Year, based on Total Population)	\$31,461	\$31,233	\$35,936
Per Capita Income (Five Year Projection, based on Total Population)	\$35,751	\$35,412	\$41,163
Average (Mean) Household Income (Current Year)	\$88,352	\$81,871	\$87,965
Median Household Income (Current Year)	\$73,220	\$66,241	\$67,382

## % Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	1.42%	3.13%	4.55%
% Household Income \$10,000-\$14,999	3.08%	2.74%	3.52%
% Household Income \$15,000-\$19,999	4.56%	4.65%	3.89%
% Household Income \$20,000-\$24,999	1.91%	4.51%	4.69%
% Household Income \$25,000-\$29,999	2.16%	3.55%	3.58%
% Household Income \$30,000-\$34,999	3.57%	3.72%	3.55%
% Household Income \$35,000-\$39,999	3.86%	3.05%	3.78%
% Household Income \$40,000-\$44,999	3.5%	5.58%	5.09%
% Household Income \$45,000-\$49,999	4.09%	4.52%	3.84%
% Household Income \$50,000-\$59,999	11.47%	9.11%	8.28%
% Household Income \$60,000-\$74,999	11.6%	12.54%	10.15%
% Household Income \$75,000-\$99,999	16.38%	14.82%	14.42%
% Household Income \$100,000-\$124,999	11.32%	11.48%	11.63%
% Household Income \$125,000-\$149,999	8.73%	6.82%	7.08%
% Household Income \$150,000-\$199,999	9.8%	6.92%	7.25%

% Household Income \$200,000-\$249,999	1.23%	1.26%	1.97%
% Household Income \$250,000-\$499,999	0.76%	1.11%	1.71%
% Household Income \$500,000+	0.54%	0.52%	1.02%

## Education (Current Year)

### Education

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
College undergraduate	34	383	2,243
Graduate or prof school	15	168	743

### Educational Attainment

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
No schooling completed	0	58	225
Nursery to 4th grade	0	13	55
5th and 6th grade	6	32	117
7th and 8th grade	23	140	340
9th grade	1	63	246
10th grade	7	79	338
11th grade	2	86	296
12th grade, no diploma	5	83	223
High school graduate, GED	134	1,778	5,388
Some college, <1 year	54	509	1,513
Some college, 1+ years	77	1,139	3,830
Associate's degree	46	548	1,663
Bachelor's degree	113	1,503	5,731
Master's degree	68	937	3,273
Professional school degree	9	117	529
Doctorate degree	22	188	751



## Employment and Occupation

### Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	388	4,624	13,813
Total Civilian employed population aged 16+ (Current Year)	437	5,855	17,835
Total Civilian employed population aged 16+ (Five Year Projection)	448	6,762	20,605

### % Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	2.76%	1.99%	1.62%
% Civilian, Employed (2010 US Census)	92.66%	93.49%	92.89%
% Civilian, Unemployed (2010 US Census)	4.58%	4.52%	5.5%
% Not in Labor Force (2010 US Census)	32.54%	32.6%	41.28%
% Armed Forces (Current Year)	2.52%	1.67%	1.33%
% Civilian, Employed (Current Year)	93.73%	94.94%	94.65%
% Civilian, Unemployed (Current Year)	3.75%	3.39%	4.03%
% Not in Labor Force (Current Year)	27.39%	25.28%	33.66%
% Armed Forces (Five Year Projection)	2.49%	1.51%	1.2%
% Civilian, Employed (Five Year Projection)	93.8%	95.36%	95.14%
% Civilian, Unemployed (Five Year Projection)	3.71%	3.13%	3.66%
% Not in Labor Force (Five Year Projection)	29.86%	25.65%	33.76%

### Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	437	5,855	17,835
Car, truck, or van	420	5,440	16,100
Public transport (not taxi)	0	70	274
Worked at home	15	189	735

## Travel Time to Work (Current Year)

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
< 5 minutes	2	155	479
5-9 minutes	29	565	1,879
10-14 minutes	95	1,207	3,398
15-19 minutes	158	1,296	3,600
20-24 minutes	44	701	2,226
25-29 minutes	6	262	740
30-34 minutes	15	480	1,501
35-39 minutes	6	94	372
40-44 minutes	1	136	526
45-59 minutes	50	393	1,023
60-89 minutes	16	248	1,040
90+ minutes	0	128	318

## Consumer Expenditures (Current Year)

### Consumer Expenditures

	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$121,754	\$1,689,195	\$6,252,614
Total Apparel and services	\$616,802	\$7,759,294	\$28,813,070
Total Cash contributions	\$855,004	\$11,396,786	\$42,103,438
Total Education	\$348,088	\$4,659,289	\$17,527,917
Total Entertainment	\$777,398	\$10,783,465	\$39,980,128
Total Food	\$2,277,465	\$31,095,987	\$113,601,397
Total Gifts	\$421,935	\$5,512,229	\$19,593,022
Total Healthcare	\$1,442,354	\$20,275,994	\$74,768,190
Total Housing	\$6,156,871	\$83,024,602	\$305,526,500
Total Miscellaneous	\$213,986	\$3,063,866	\$11,926,521
Total Personal care products and services	\$193,895	\$2,666,666	\$9,812,984
Total Personal insurance and pensions	\$2,300,205	\$30,219,555	\$111,989,799
Total Reading	\$45,931	\$599,133	\$2,223,409
Total Tobacco products and smoking supplies	\$110,977	\$1,513,964	\$5,298,594
Total Transportation	\$3,803,815	\$50,943,710	\$184,961,963

### Retail Demand by Store Type

	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$14,274,265	\$194,006,237	\$713,416,638
Building Material & Garden Equipment & Supply Dealers	\$1,129,152	\$14,866,595	\$55,873,562
Clothing & Clothing Accessories Stores	\$722,311	\$9,117,955	\$33,843,396
Electronics and Appliance Stores	\$241,273	\$3,360,819	\$12,480,553
Food & Beverage Stores	\$1,727,861	\$24,075,787	\$87,339,204
Food Services & Drinking Places	\$1,709,787	\$22,832,048	\$84,469,029
Furniture & Home Furnishings Stores	\$306,154	\$3,912,668	\$14,616,568
Gasoline stations	\$1,057,796	\$14,463,598	\$51,973,780
General Merchandise Stores	\$1,658,585	\$22,780,935	\$83,344,716

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$3,190,395	\$42,661,094	\$157,090,937
Health & Personal Care Stores	\$762,663	\$10,841,160	\$40,250,849
Miscellaneous Store Retailers	\$274,751	\$3,807,149	\$13,944,846
Motor Vehicle & Parts Dealers	\$3,068,710	\$42,128,784	\$154,523,442
Nonstore retailers	\$1,425,553	\$19,319,369	\$71,603,692
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$189,670	\$2,499,371	\$9,153,000

## Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	0	11	25
Construction (15-17)	2	34	100
Finance, Insurance, & Real Estate (60-69)	2	36	145
Manufacturing (20-39)	1	15	37
Mining (10-14)	0	0	0
Public Administration (90-98)	0	8	28
Retail Trade (52-59)	6	157	421
Services (70-89)	19	237	758
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	2	19	52
Wholesale Trade (50-51)	1	11	39