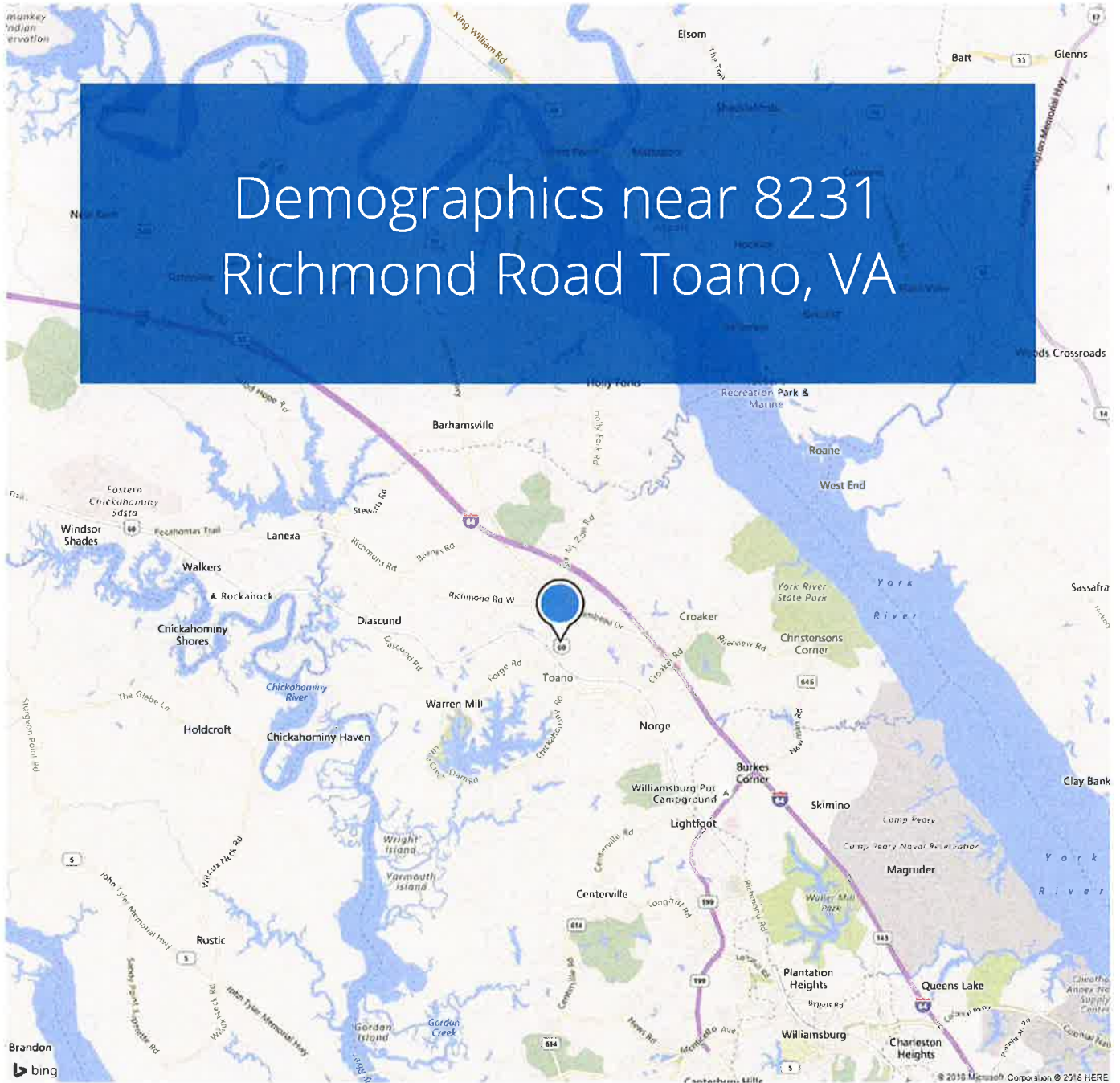




**COLDWELL  
BANKER  
COMMERCIAL**

# Demographics near 8231 Richmond Road Toano, VA



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

## Population

### Population

	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	1,356	7,783	16,910
Total Population (Current Year)	1,591	9,276	19,963
Total Population (Five Year Projection)	1,731	10,242	22,281
Adult Population (US Census 2010)	990	5,811	13,017
Adult Population (Current Year)	1,145	6,847	15,263
Adult Population (Five Year Projection)	1,292	7,841	17,606
% Female Population (US Census 2010)	51.53%	51.35%	51.13%
% Male Population (US Census 2010)	48.47%	48.65%	48.87%
% Female Population (Current Year)	51.25%	51.17%	50.97%
% Male Population (Current Year)	48.75%	48.83%	49.03%
% Female Population (Five Year Projection)	50.93%	50.96%	50.86%
% Male Population (Five Year Projection)	49.07%	49.04%	49.14%
Total Daytime Population	1,592	8,588	18,275
Population aged 16 and under (Children)	576	2,385	4,640
Daytime population (Age 16+)	1,017	6,203	13,635
Civilian 16+, at Workplace	671	4,023	8,099
Retired population (Age 65+)	151	1,098	3,014
Homemakers (Age 16+)	123	709	1,591

### Population Mosaic (Current Year)

	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	0%
% Flourishing Families	0%	0%	0%
% Booming with Confidence	78.61%	61.02%	45.49%
% Suburban Style	0%	0%	0.08%
% Thriving Boomers	21.39%	28.95%	24.36%
% Promising Families	0%	0%	0%
% Young City Solos	0%	0%	0%

% Middle-class Melting Pot	0%	0%	0.07%
% Family Union	0%	0%	0%
% Autumn Years	0%	0%	9.01%
% Significant Singles	0%	0%	0%
% Blue Sky Boomers	0%	0%	0%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	0%	0.12%
% Singles and Starters	0%	0%	0%
% Cultural Connections	0%	0%	0%
% Golden Year Guardians	0%	10.03%	20.86%
% Aspirational Fusion	0%	0%	0%
% Economic Challenges	0%	0%	0%
% Unclassified	0%	0%	0%

## Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	37.67	40.59	44.12
% Age 18+	73.32%	75.17%	77.74%
% Age 55+	24.14%	28.87%	33.89%
% Age 65+	11.65%	15.29%	19.23%

## Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	73.13%	77.86%	80.58%
% Black/African American (2010 US Census, Not Hispanic/Latino)	22.34%	17.71%	15.13%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.24%	0.33%	0.4%
% Asian (2010 US Census, Not Hispanic/Latino)	1.43%	1.44%	1.52%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0.05%	0.04%	0.06%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.2%	0.22%	0.2%
% Two or more races (2010 US Census, Not Hispanic/Latino)	2.61%	2.4%	2.11%
% White (2010 US Census, Hispanic/Latino)	60.4%	60.9%	61.12%
% Black/African American (2010 US Census, Hispanic/Latino)	2.59%	2.29%	3.23%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	0.43%	0.56%	0.81%

% Asian (2010 US Census, Hispanic/Latino)	0.28%	0.65%	0.95%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0%	0%	0%
% Some other race (2010 US Census, Hispanic/Latino)	26.64%	24.1%	22.26%
% Two or more races (2010 US Census, Hispanic/Latino)	9.65%	11.5%	11.64%
% White (Current Year, Not Hispanic/Latino)	71.2%	76.53%	79.57%
% Black/African American (Current Year, Not Hispanic/Latino)	23.42%	18.24%	15.38%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.25%	0.34%	0.42%
% Asian (Current Year, Not Hispanic/Latino)	1.68%	1.71%	1.81%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0.07%	0.05%	0.07%
% Some other race (Current Year, Not Hispanic/Latino)	0.19%	0.22%	0.2%
% Two or more races (Current Year, Not Hispanic/Latino)	3.19%	2.91%	2.54%
% White (Current Year), Hispanic/Latino	59.93%	60.02%	60.17%
% Black/African American (Current Year, Hispanic/Latino)	2.63%	2.27%	3.25%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	0.29%	0.64%	1.15%
% Asian (Current Year, Hispanic/Latino)	0.28%	0.69%	1.04%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0%	0%	0%
% Some other race (Current Year, Hispanic/Latino)	25.92%	23.93%	22.24%
% Two or more races (Current Year, Hispanic/Latino)	10.95%	12.45%	12.14%
% White (Five Year Projection, Not Hispanic/Latino)	69.62%	75.32%	78.52%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	24.34%	18.81%	15.83%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.25%	0.36%	0.44%
% Asian (Five Year Projection, Not Hispanic/Latino)	1.82%	1.86%	1.98%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.06%	0.04%	0.06%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.19%	0.22%	0.2%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	3.72%	3.38%	2.96%
% White (Five Year Projection, Hispanic/Latino)	59.58%	59.66%	59.9%
% Black/African American (Five Year Projection, Hispanic/Latino)	2.55%	2.2%	3.17%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	0.23%	0.64%	1.17%
% Asian (Five Year Projection, Hispanic/Latino)	0.22%	0.59%	0.92%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0%	0%	0%
% Some other race (Five Year Projection, Hispanic/Latino)	26.12%	24.16%	22.51%
% Two or more races (Five Year Projection, Hispanic/Latino)	11.29%	12.76%	12.33%

## Housing & Households

### Housing and Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	3.42	28.43	80.88
Total Housing Units (Current Year)	667	3,484	8,071
Total Households (Current Year)	639	3,307	7,533
Total Households (Five Year Projection)	704	3,694	8,504
Owner-Occupied: Owned with a mortgage or loan	374	1,958	4,418
Owner-Occupied: Owned free and clear	114	679	1,763
Renter-Occupied	142	630	1,265

### Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	2	19	55
Housing Value \$10,000-\$14,999	1	8	22
Housing Value \$15,000-\$19,999	1	7	22
Housing Value \$20,000-\$24,999	5	22	53
Housing Value \$25,000-\$29,999	3	13	38
Housing Value \$30,000-\$34,999	3	17	49
Housing Value \$35,000-\$39,999	0	7	27
Housing Value \$40,000-\$49,999	2	12	28
Housing Value \$50,000-\$59,999	6	40	63
Housing Value \$60,000-\$69,999	6	39	63
Housing Value \$70,000-\$79,999	4	20	40
Housing Value \$80,000-\$89,999	4	16	30
Housing Value \$90,000-\$99,999	1	8	28
Housing Value \$100,000-\$124,999	3	24	101
Housing Value \$125,000-\$149,999	12	69	179
Housing Value \$150,000-\$174,999	36	174	371
Housing Value \$175,000-\$199,999	31	147	302
Housing Value \$200,000-\$249,999	57	289	667

Housing Value \$250,000-\$299,999	71	329	735
Housing Value \$300,000-\$399,999	126	611	1,350
Housing Value \$400,000-\$499,999	77	442	1,064
Housing Value \$500,000-\$749,999	25	211	589
Housing Value \$750,000-\$999,999	11	85	235
Housing Value \$1,000,000 or more	3	27	69
Total Owner-occupied housing units (OOHU)	489	2,637	6,181

## Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$35,404	\$32,780	\$34,450
Per Capita Income (Current Year, based on Total Population)	\$36,509	\$33,904	\$36,061
Per Capita Income (Five Year Projection, based on Total Population)	\$42,231	\$39,116	\$41,362
Average (Mean) Household Income (Current Year)	\$92,041	\$96,268	\$96,454
Median Household Income (Current Year)	\$76,249	\$76,495	\$75,042

## % Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	4.4%	3.94%	3.3%
% Household Income \$10,000-\$14,999	6.16%	4.56%	3.17%
% Household Income \$15,000-\$19,999	2.92%	2.74%	2.87%
% Household Income \$20,000-\$24,999	2.81%	3.02%	3.44%
% Household Income \$25,000-\$29,999	3.03%	3.58%	3.85%
% Household Income \$30,000-\$34,999	1.9%	2.15%	2.62%
% Household Income \$35,000-\$39,999	3.7%	3.17%	3.1%
% Household Income \$40,000-\$44,999	3.15%	3.02%	3.69%
% Household Income \$45,000-\$49,999	3.61%	3.88%	4.19%
% Household Income \$50,000-\$59,999	9.59%	10.31%	9.83%
% Household Income \$60,000-\$74,999	7.99%	8.72%	9.9%
% Household Income \$75,000-\$99,999	15.78%	15.71%	15.61%
% Household Income \$100,000-\$124,999	15.79%	15.08%	13.96%
% Household Income \$125,000-\$149,999	8.66%	8.1%	7.76%
% Household Income \$150,000-\$199,999	6.05%	6.55%	7.06%

% Household Income \$200,000-\$249,999	1.53%	1.92%	2.14%
% Household Income \$250,000-\$499,999	1.6%	1.99%	2.01%
% Household Income \$500,000+	1.31%	1.56%	1.49%

## Education (Current Year)

### Education

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
College undergraduate	93	489	955
Graduate or prof school	16	80	180

### Educational Attainment

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
No schooling completed	9	40	53
Nursery to 4th grade	5	24	34
5th and 6th grade	6	37	68
7th and 8th grade	17	94	209
9th grade	12	52	113
10th grade	9	63	176
11th grade	22	115	235
12th grade, no diploma	9	61	132
High school graduate, GED	295	1,770	3,871
Some college, <1 year	91	525	1,119
Some college, 1+ years	173	995	2,108
Associate's degree	74	410	912
Bachelor's degree	186	1,190	2,760
Master's degree	84	590	1,573
Professional school degree	10	74	198
Doctorate degree	10	103	321



## Employment and Occupation

### Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	640	3,776	8,345
Total Civilian employed population aged 16+ (Current Year)	843	5,055	11,141
Total Civilian employed population aged 16+ (Five Year Projection)	956	5,815	12,898

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

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0.11%	0.19%	0.66%
% Civilian, Employed (2010 US Census)	95.2%	95.05%	94.57%
% Civilian, Unemployed (2010 US Census)	4.69%	4.76%	4.77%
% Not in Labor Force (2010 US Census)	35.26%	34.51%	34.68%
% Armed Forces (Current Year)	0.09%	0.16%	0.53%
% Civilian, Employed (Current Year)	96.35%	96.27%	95.93%
% Civilian, Unemployed (Current Year)	3.56%	3.57%	3.54%
% Not in Labor Force (Current Year)	26.49%	26.1%	26.47%
% Armed Forces (Five Year Projection)	0.08%	0.14%	0.48%
% Civilian, Employed (Five Year Projection)	96.69%	96.62%	96.3%
% Civilian, Unemployed (Five Year Projection)	3.23%	3.24%	3.22%
% Not in Labor Force (Five Year Projection)	26.27%	25.88%	26.31%

### Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	843	5,055	11,141
Car, truck, or van	756	4,571	10,177
Public transport (not taxi)	35	150	227
Worked at home	42	254	518

## Travel Time to Work (Current Year)

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
< 5 minutes	20	122	288
5-9 minutes	62	362	842
10-14 minutes	60	452	1,344
15-19 minutes	154	908	2,048
20-24 minutes	150	896	1,833
25-29 minutes	47	269	606
30-34 minutes	92	555	1,150
35-39 minutes	15	121	271
40-44 minutes	39	239	461
45-59 minutes	64	402	857
60-89 minutes	84	370	644
90+ minutes	15	106	279

## Consumer Expenditures (Current Year)

### Consumer Expenditures

	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$295,245	\$1,566,968	\$3,561,780
Total Apparel and services	\$1,399,339	\$7,367,109	\$16,710,779
Total Cash contributions	\$2,029,745	\$11,001,442	\$25,393,389
Total Education	\$937,842	\$4,774,984	\$10,427,596
Total Entertainment	\$1,876,090	\$9,893,067	\$22,581,250
Total Food	\$5,509,442	\$29,004,365	\$65,854,445
Total Gifts	\$991,730	\$5,341,096	\$12,255,340
Total Healthcare	\$3,407,168	\$18,278,380	\$42,458,288
Total Housing	\$14,724,421	\$77,031,812	\$173,930,089
Total Miscellaneous	\$505,818	\$2,692,321	\$6,315,517
Total Personal care products and services	\$468,739	\$2,459,514	\$5,599,629
Total Personal insurance and pensions	\$5,664,708	\$29,653,417	\$66,351,798
Total Reading	\$113,787	\$597,433	\$1,343,565
Total Tobacco products and smoking supplies	\$252,875	\$1,292,843	\$2,868,814
Total Transportation	\$9,030,939	\$46,699,937	\$105,114,945

### Retail Demand by Store Type

	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$33,911,817	\$178,026,161	\$405,166,011
Building Material & Garden Equipment & Supply Dealers	\$2,514,661	\$13,672,110	\$32,146,531
Clothing & Clothing Accessories Stores	\$1,641,319	\$8,667,617	\$19,703,124
Electronics and Appliance Stores	\$599,466	\$3,124,732	\$7,037,732
Food & Beverage Stores	\$4,251,957	\$22,262,450	\$50,396,567
Food Services & Drinking Places	\$4,008,179	\$21,321,524	\$48,770,175
Furniture & Home Furnishings Stores	\$674,355	\$3,596,269	\$8,283,561
Gasoline stations	\$2,493,031	\$12,823,902	\$28,854,601
General Merchandise Stores	\$4,013,520	\$21,037,035	\$47,692,663

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$7,562,463	\$39,726,779	\$90,125,284
Health & Personal Care Stores	\$1,792,510	\$9,585,890	\$22,319,123
Miscellaneous Store Retailers	\$642,660	\$3,398,748	\$7,814,072
Motor Vehicle & Parts Dealers	\$7,440,744	\$38,322,795	\$86,154,321
Nonstore retailers	\$3,376,948	\$17,817,773	\$40,659,475
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$462,467	\$2,395,314	\$5,334,066

## Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	2	14	29
Construction (15-17)	6	37	71
Finance, Insurance, & Real Estate (60-69)	1	14	36
Manufacturing (20-39)	2	11	23
Mining (10-14)	0	1	1
Public Administration (90-98)	1	8	12
Retail Trade (52-59)	7	53	119
Services (70-89)	18	128	291
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	1	9	22
Wholesale Trade (50-51)	3	13	22